

Strategic Tourism Plan

Fiscal Year 2019



Office of the Governor
Economic Development and Tourism



Developed under the Memorandum of Understanding



OFFICE OF THE GOVERNOR
ECONOMIC DEVELOPMENT & TOURISM

The five state entities' Fiscal Year 2019 (FY '19) Strategic Tourism Plan developed under the legislatively mandated Memorandum of Understanding (MOU) (Attachment A) defines the roles, budgets, goals, measures, research, and the combined and individual tourism activities. Participating entities include: Office of the Governor, Economic Development & Tourism (EDT); Texas Commission on the Arts (TCA); Texas Historical Commission (THC); Texas Parks and Wildlife Department (TPWD); and Texas Department of Transportation (TxDOT).

The development of the FY '19 Strategic Tourism Plan is based upon the accomplishments and successes of the FY '18 plan and the projected activities proposed for FY '19. The efforts, both collaboratively and individually, of the tourism MOU agencies in FY '18 generated new tourism marketing initiatives and new ways for the travel consumer to experience the Texas travel product.

Section IV of this document contains information on the accomplishments of the FY '18 Strategic Tourism Plan. Additionally, for further detail on each agency's accomplishments in FY '18 see the individual agency plans located in Section VII.

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I. INTRODUCTION

Tourism has long been recognized as an important economic development tool, generating revenue and jobs for the Texas economy. Tourism in Texas is a \$74.7 billion industry, with visitor spending in the state directly supporting 677,600 jobs in 2017.

The State of Texas provides funding to state entities to support and facilitate the growth of travel to and within Texas. These entities conduct a variety of tourism related activities that fall into four distinctly different, yet complementary, functions that are essential for achieving an effective statewide tourism effort: marketing, product development, program development and customer service. The MOU Tourism Chart (Attachment C) provides an overview of each entity's tourism functions.

As stated in Section III of the MOU (Attachment A), on June 1 of each year, TCA, THC, TPWD and TxDOT provide EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

These priorities in addition to the EDT marketing plan assist in formulating the Strategic Tourism Plan for FY '19.

The plan will identify priorities that must include the following:

- Resources, activities and materials related to the promotion of tourism proposed to be provided by the entity;
- Marketing, product development, and program development activities;
- The entity's proposed marketing budget for the upcoming fiscal year for tourism activities;
- Measurable goals and objectives of the entity related to promotion of tourism; and
- Any proposed marketing, materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, to be completed no later than September 1 of each year. The plan will:

- Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.
- Establish goals, objectives and performance measures, including the measurements of the return on investment made by a MOU partner or EDT, for the tourism-related efforts of all state entities.

The Executive Director of EDT and the Executive Directors of the other MOU entities will designate a primary entity representative to meet as often as necessary, but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Executive Director of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the partners. To that end, it is agreed that, when appropriate, other state entities comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other entities include,

but are not limited to: Texas General Land Office, Texas Department of Agriculture, Texas Department of Public Safety, and the Texas State Preservation Board.

II. MARKETING TEXAS TOURISM

While several other state entities conduct a variety of tourism-related activities, tourism marketing is primarily performed by only five entities. In December 2003, these entities formalized a Memorandum of Understanding (MOU) to improve coordination of statewide tourism marketing efforts. As a result of the MOU, a joint strategic tourism plan is produced, which provides the most efficient and effective expenditure of funds while establishing goals and objectives and the development of a joint measure of return on investment.

Collectively, the five MOU entities were appropriated approximately \$21,593,956 to conduct tourism-related marketing activities in FY '19. The overall goal of the state's tourism effort is to generate travel to and within Texas. Consequently, these entities conduct two simultaneous efforts directed at distinctly different target markets: out-of-state and in-state travelers.

The major vehicle used to market out-of-state tourism is the advertising campaign conducted by Travel Texas (EDT). This campaign promotes Texas as a premier travel destination to potential and repeat visitors through national and international advertising. In addition to the production and placement of television commercials, the department executes campaigns across various media platforms, emphasizing on programmatic digital advertising through high impact display and video advertising units along with social media. The goal of the advertising campaign is to positively change consumer perceptions, increase top-of-mind awareness of Texas as a leisure travel destination, and ultimately increase advertising-influenced travel to the state. The campaign also strives to increase consumer brand engagement and encourage consumers to visit the TravelTexas.com website for travel ideas and information. Public relations and marketing activities proactively identify and address consumers, travel trade and media throughout the United States, Mexico, Canada, the UK, Germany, China, and Australia. Marketing and promotional activities include, but are not limited to: trade shows, sales and media missions, social medial channels and consumer promotions. The Texas leisure travel and meetings market products are tactically promoted while concurrent co-operative opportunities for travel industry partners are generated. EDT is the only state entity mandated to primarily focus its tourism marketing efforts outside the state with the specific goal to increase non-Texan travelers to Texas. However, in-state travel is also promoted through the Travel Texas website and campaign as a result of these activities' encouragement of travel throughout the state. Travel Texas will also continue marketing and promotional efforts in the meetings and convention markets to assist in bringing non-Texan travelers to Texas for meetings, conventions, conferences, and exhibitions. Concurrent with EDT's out-of-state tourism marketing campaign, THC, TPWD, TCA, and TxDOT each conduct marketing activities within the state, focusing on stimulating tourism within Texas by Texans.

Cultural tourism is promoted through TCA via investments in art activities that enhance, support, and promote Texas tourism. The agency also continues to officially designate Cultural Districts and provides direct assistance at every stage of the process. In addition, the Cultural Tourism grants for Fiscal Year 2019 will be invested in art activities that enhance, support, and promote Texas tourism throughout the state. TCA supports a diverse and innovative arts community in Texas and will participate in public relations activities related to the promotion of arts tourism. These efforts are aimed to develop high-quality arts and cultural tourism destinations throughout Texas.

THC's marketing campaign places major emphasis upon sustaining the Texas Heritage Trails Program, along with the ongoing operations of 22 state historic sites. The agency and regional organizations continue to encourage travelers to visit the real places telling the real stories of Texas history. The agency continues to encourage heritage tourism within Texas through statewide marketing, 10 regional websites, printed and digital travel guides and tours, and the www.TexasTimeTravel.com website.

TxDOT conducts a broad-based tourism marketing effort to stimulate travel to and within the state using various tools including the following: the state's official travel magazine, *Texas Highways*, promotion of *Texas Highways* through web and social media platforms, the management of the Texas Travel Leads Database, the production and distribution of the state's travel literature, and the operation of DriveTexas™ highway conditions information program and the Texas Travel Information Centers.

TPWD markets many of Texas' nature-based tourism assets, including state parks and other tourism sites, while creating a greater appreciation of the state's natural and historical resources. TPWD leverages a wide range of communications methods to promote in-state tourism including the *Texas Parks & Wildlife* magazine; the *Texas Parks & Wildlife* TV show; the *Passport to Texas* radio show; news releases; media relations; social media; email marketing; advertising; promotional efforts; consumer/trade events; mobile applications; and its websites and landing pages (tpwd.texas.gov; texasstateparks.org; passporttotexas.org; and tpwmagazine.com). The department also works closely with other tourism-related state agencies, tourism associations, local governments and partners to coordinate marketing efforts where possible.

TOURISM MARKETING FUNCTIONS BUDGET

Entity	Primary Target Market	Tourism Functions	FY '19 Marketing (estimate)
EDT	Out-of-State domestic and international markets (non-Texans)	Promotion of the state's travel products and destinations through consumer advertising, marketing activities, public relations, and the consumer website, TravelTexas.com .	\$16,946,933
TCA	In-State (Texans)	Promotion of arts and cultural tourism opportunities by providing grants to arts and cultural organizations for product development and marketing.	\$0
THC	In-State (Texans)	Promotion of state historic sites and heritage attractions through media relations, promotional displays, brochures, advertising, events, consumer shows and websites www.thc.texas.gov/explore-texas www.TexasTimeTravel.com .	\$324,500
TPWD	In-State (Texans)	Promotion of state parks, state historic sites and nature tourism through broadcast and print media, advertising, brochures, media relations and partnerships, events, marketing and promotions, consumer and trade shows, email marketing, social media, and tpwd.texas.gov and texasstateparks.org websites.	\$1,635,908
TxDOT	In-State (Texans)	Promotion of safe and pleasurable travel through publishing a variety of travel publications, primarily the Texas State Travel Guide, Texas Official Travel Map, Texas Highways Events Calendar, Texas Highways magazine, miscellaneous brochures, consumer trade shows, and texashighways.com .	\$2,686,615
		TOTAL	\$21,593,956

III. RETURN ON INVESTMENT

As required in the MOU agreement, the five partner entities track their return on investment (ROI) in a process directed by EDT. An in-state ROI is calculated to measure advertising effectiveness of marketing efforts in the state, and an out-of-state ROI is calculated to evaluate EDT advertising efforts outside of Texas.

The Tourism ROI is a mathematical calculation that takes into account taxes generated from advertising and marketing influenced travel dollars spent divided by marketing dollars invested. Under this plan, each entity has provided EDT with an approved budget amount that is allocated to marketing activities in Texas. The amount has been added to a percentage of the EDT national budget for domestic tourism promotion based on the share of Texas households in the United States; this total will satisfy the dollar investment section.

The ROI process involves a survey completed by a contracted research vendor. The survey provides, among other things, an estimate of Texans whose travel decisions were influenced by marketing efforts executed, funded, and/or coordinated by the MOU partners. The incremental increase in travel and spending by households aware of tourism marketing efforts is determined, along with the resulting state tax dollars generated.

Preliminary estimates show that in-state advertising by the MOU agencies generated \$9.4 million in tax revenue for an ROI of \$2.45 for every \$1 invested. This figure is affected by level of ad awareness, incremental travel, and average visitor spending per trip.

IV. FISCAL YEAR 2018 MOU ONGOING COLLABORATION

In FY '18, the MOU partners' accomplishments minimized duplication while achieving many coordinated priorities spanning across multiple program areas. Highlights of these accomplishments are below with detailed lists of accomplishments presented in each agency's action plan (Section VII).

- For FY '18, the five MOU agencies set a priority to continue online collaborative efforts and assess additional opportunities to further enhance collaboration through online media.
- EDT and TxDOT generate travel leads that were made available to travel partners via the Texas Travel Leads System.
- TxDOT managed the Travel Leads System database, containing contact information for the *Texas State Travel Guide* requestors generated by EDT advertising and marketing. The system is jointly owned by EDT and TxDOT.
- TxDOT delivered a 2018 digital edition of the *Texas State Travel Guide* for upload to TravelTexas.com.
- TCA, TPWD, TxDOT, THC, and EDT maintain active links to all MOU partner websites.

- TCA, TPWD, TxDOT, THC, and EDT participated jointly in promotional campaign activities to encourage travel in Texas during Texas Travel and Tourism Week.
- TxDOT published the spring, summer, winter, and fall issues of the *Texas Highways Events Calendar* and provided calendar content access to EDT through a web-based database for upload to TravelTexas.com.
- EDT successfully supported partner initiatives in out-of-state markets by promoting and marketing nature-based, heritage, and cultural tourism opportunities through a number of methods. These include campaigns across various media platforms, emphasizing programmatic digital advertising through high impact display and video advertising units along with social media.

Program Support and Development:

MOU agencies continued to provide appropriate program support for other agencies throughout FY '18.

- EDT worked with THC in the marketing of a historical and cultural tourism product to influence Texan and non-Texan travel to this product.
- EDT and other state agencies worked with THC in the assessment of applications for the Main Street Program.
- EDT led three community Tourism Assessments in coordination with TxDOT, TPWD, TCA and THC to support tourism development in Texas communities. These assessments included Childress, Mineral Wells, and Palestine.
- THC continued to work with TxDOT to identify, designate, interpret, and market Texas historic roads and highways such as the Bankhead Highway and Meridian Highway and promote the development of heritage tourism along these routes.
- THC collaborated with TCA on preservation and heritage tourism aspects of their Cultural Districts Program.
- TxDOT and TPWD continue to implement their plan to update all Great Texas Wildlife Trails highway signage, replacing missing or damaged original site signs and removing any signage at non-active sites.
- TxDOT hosted the 63rd Annual Texas Travel Counselors Conference (TTCC) in El Paso, TX with participation of other state partners.
- TPWD, TxDOT, TCA, THC, and EDT attended the Texas Travel Industry Association (TTIA) Unity Dinner held in Austin, TX on March 21, 2018. Industry partners from across the state were updated on marketing, promotional activities and opportunities.
- EDT presented co-operative opportunities for the Texas travel industry and updated industry partners across the state on marketing activities and opportunities at Texas Travel Industry Association's 32nd Annual Travel Summit in Arlington, TX.

Publication and Print Material Distribution:

MOU agencies worked jointly on the development, fulfillment, and distribution of travel literature and marketing materials state wide.

- TxDOT published the 2018 *Texas State Travel Guide* and provides the content through a web-based database to EDT for upload to TravelTexas.com.
- TxDOT delivered a 2018 digital edition of the *Texas State Travel Guide* for upload to TravelTexas.com.
- EDT, THC, TxDOT, and TPWD distributed MOU agency materials to target audiences at trade and consumer shows.
- TxDOT distributed each MOU agency's tourism marketing materials at the Texas Travel information Centers as appropriate and requested.
- TxDOT coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information, which generates reports to show the effectiveness of data-entry vendors.

Trade and Consumer Show Collaboration:

Throughout FY '18, MOU agencies worked together to market the Texas travel product and participated in domestic and internationally located trade and consumer shows.

- MOU partners, including TxDOT, THC and TPWD, marketed the Texas travel product at in-state consumer shows and events.
- EDT marketed the Texas travel product at out-of-state travel trade shows, consumer shows and events.

Research Collaboration:

- MOU partners continued to share data collected by respective agencies.
- EDT directed the measurement of a combined ROI of advertising efforts in the state by the MOU agencies.

V. FISCAL YEAR 2019 MARKET OVERVIEW & STRATEGY

The most recent domestic travel data, from Calendar Year 2017, showed that Texas remains one of the most visited states with an estimated 275 million visitors to Texas destinations.

EDT's travel research has shown that consumers make their travel plans based upon travel motivators which drive their travel behavior. As a result of this research, in FY '19, the MOU entities will continue to pursue an overall travel motivating marketing strategy that focuses on promoting experiences that Texas has to offer to both out-of-state and in-state travelers.

EDT's campaign will continue to be the primary vehicle to market Texas as a premier tourism destination outside Texas. Beyond EDT, each entity will use the following slogans where appropriate:

Agency	Slogan(s)
TCA	"Investing in a Creative Texas"
THC	"Real Places Telling the Real Stories" "Visit the Texas Heritage Trail Regions and see where it all happened" "Storied Sites of Texas"
TPWD	"Life's Better Outside"®
TxDOT	<i>Texas Highways</i> <i>Drive Texas™</i> <i>True Texas™</i> <i>True Texan™</i>

Objectives:

- Produce strong cost-effective levels of response, promote positive changes in perception of Texas as a leisure travel destination and create increased travel and revenue for the State of Texas via tourism advertising, public relations and travel trade relations.
- Build and maintain awareness of the vacation opportunities in the State of Texas to target audiences.
- Recognize niche markets that offer important benefits of visitation to and within Texas.
- Promote and market Texas as a premier meetings and convention destination.
- Increase awareness of the benefits of Texas as a winter destination.
- Ensure the state is "Tourism Ready."

Tactics:

Coordinate comprehensive marketing efforts consisting of:

- Implement multimedia advertising targeting prospects with the highest propensity of travel to and within Texas.
- Expand upon social media platforms for all MOU agencies in order to more strategically and cost-effectively market Texas.

- Increase the number of email subscribers to MOU agencies' e-newsletters and email blasts to enable cost-effective marketing to travelers.
- Conduct media and trade familiarization tours, promotions, missions, and educational seminars; and participate in trade and consumer shows.
- Produce and work in coordination to distribute high-quality travel literature including the *Texas State Travel Guide*, *Texas Official Travel Map*, *Texas Highways* magazine, *Texas Highways Events Calendar*, *Texas Parks & Wildlife* magazine, the *Texas Heritage Travel Guide* and other thematic heritage tourism brochures, the *Texas State Park Guide*, various recreational and state park brochures, and various travel trade publications.
- Maintain a comprehensive website presence through TravelTexas.com and other MOU partner websites, with links connecting these partner sites. Incorporate social media into all agency websites.
- Provide communities, partners and tourism-related businesses with tools and opportunities to build, enhance, and market their tourism products through workshops, assessments and cooperative marketing and advertising opportunities.
- Maintain travel industry websites that provide travel research, marketing and promotional information, and media and travel trade leads for travel industry partners.

VI. FISCAL YEAR 2019 HIGHLIGHTS OF PLANNED MARKETING ACTIVITIES

In-State

In FY '19 MOU partners will conduct marketing and promotional efforts targeted within Texas. Their diverse marketing and promotional activities are intended to encourage Texans to travel and experience the multitude of historical, cultural, and nature-based tourism opportunities available throughout the state.

- The TCA, THC, TPWD, and TxDOT Action Plans are located at travel.texas.gov and provide detailed descriptions of each individual agency's planned marketing activities for FY '19.
- The full research and tourism development activities conducted by EDT and a full listing of reports available for Texas communities and tourism-related activities are also located on this website.
- EDT activities aimed at influencing and promoting travel to Texas include advertising efforts seen nationally through campaigns across various media platforms, including TV, programmatic digital advertising through high impact display and video advertising units along with social media which influence travel in Texas.
- EDT will continue to partner with TCA, THC, TxDOT, and TPWD in the development and promotion of historic and heritage tourism, cultural tourism and the arts, and nature-based tourism.

- A digital image database will be made available for utilization by all MOU partners. This effort's aim is stimulate further cross-promotion between agencies and increased ease of sharing between MOU partners, as well as other relevant entities.
- In addition to marketing information, the plans of TCA, THC, TxDOT, and TPWD include information on tourism product development, program development and customer service activities for the upcoming fiscal year. These activities are not considered to be marketing, but they are a vital component of Texas' tourism industry. Product/program development and customer service ensure travelers to Texas experience high-quality destinations and activities in a hospitable atmosphere.

Out-of-State

The major vehicle used to market out-of-state tourism is the advertising campaign conducted by Travel Texas (EDT). This campaign promotes Texas as a premier travel destination to potential and repeat visitors through national and international advertising. In addition to the production and placement of television commercials, the department executes campaigns across various media platforms, emphasizing programmatic digital advertising through high impact display and video advertising units along with social media. The goal of the advertising campaign is to positively change consumer perceptions, increase top-of-mind awareness of Texas as a leisure travel destination, and ultimately increase advertising-influenced travel to the state. The campaign also strives to increase consumer brand engagement and encourage consumers to visit the TravelTexas.com website for travel ideas and information.

Travel Texas will continue a public relations and trade relations campaign targeting the domestic and international leisure traveler, travel trade professionals and media while providing co-op opportunities for Texas travel industry partners to expand their efforts domestically and internationally.

The Travel Texas FY '19 marketing plan is located at travel.texas.gov.

Goals for Fiscal Year 2019

These additional items were identified as ongoing priorities:

- Increase travel to and within Texas destinations and attractions contributing to the economic development of communities and the state.
- Share information on tourism publications produced and planned by each entity, including online versions of existing publications to most effectively reach travelers and inform them of travel opportunities across the state.
- Share information on website analytics to improve website effectiveness and other internet marketing initiatives.
- Identify additional joint cooperative advertising and marketing and/or public relations opportunities.
- Further content sharing, especially in the social and internet platforms.
- Assess fulfillment activities in an effort to continually improve effectiveness.
- Coordinate state tourism development, marketing and customer service in quarterly meetings of

the Texas State Agency Tourism Council (TSATC).

- Consider opportunities and cost effectiveness related to additional joint research projects and return on investment.
- Participate in planned EDT community assessments as requested.
- Coordinate promotional efforts, i.e. distribution of each entity's marketing materials at state managed facilities, consumer and travel trade shows, reciprocal links to each other's websites, etc.
- Coordinate efforts and presentations to travel industry partners on programs and opportunities during Texas Tourism Week, Texas Travel Industry Association (TTIA) Unity Dinner, TTIA Texas Travel Summit, and other travel industry or community opportunities that arise.

This Strategic Tourism Plan is an on-going process. As shifts in travel trends and new opportunities become available, the strategy will be updated each year to reflect industry changes. Over the next year, cooperation of the MOU partners will continue to provide a unified approach to Texas' tourism marketing strategy.

Communication and regular meetings take place with the MOU partners to continually support each other and remove duplication of efforts. Each year the MOU Strategic Plan evolves to better provide services to travelers in addition to justifying the state funds received and expended to promote tourism to and within Texas.

VII. INDIVIDUAL AGENCY PLANS

The Travel Texas marketing plan for FY '19 is posted at: travel.texas.gov.

The FY '19 plans of action for TCA, THC, TPWD, and TxDOT are included below and will be posted on the travel.texas.gov website.



Fiscal Year 2019 PLAN OF ACTION

Tourism Memorandum of Understanding

On June 1 of each year, the Texas Department of Transportation (TxDOT), Texas Parks and Wildlife (TPWD), Texas Historical Commission (THC), and Texas Commission on the Arts (TCA) provide the Office of the Governor, Economic Development and Tourism (EDT) with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. These five agencies work together under a Memorandum of Understanding (MOU) to promote Texas tourism.

I. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY

1. TCA's budget appropriation for Fiscal Years 2018 and 2019 cut funding for Cultural Tourism grants. The remaining funds were not sufficient to support the competitive Arts Respond Cultural District Project grant program for designated Cultural District marketing, infrastructure, and events. TCA Commissioners voted to put this grant program on hiatus at their June 21, 2017 meeting.
2. TCA received an appropriation of \$670,000 for Cultural Tourism grants for Fiscal Year 2019. Those funds will be invested into tourism product development through active grant programs such as the Arts Respond Project for Economic Development and Arts Respond Performance Support. The grants will focus on high-quality arts and cultural destinations that enhance, support and promote Texas tourism throughout the state.
3. TCA will continue to officially designate Cultural Districts on behalf of the state.
4. TCA's professional development and technical assistance work will include strengthening cultural districts' and art organizations' ability to plan appealing events with community partners and to market themselves and their programs/events outside their immediate community.
5. This Plan of Action outlines the activities and programs TCA has planned at this time.

II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES

1. Marketing Priorities

a) A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.

b) TCA will participate in marketing and public relations activities related to the promotion of arts tourism as allowed by budget resources. The Texas Commission on the Arts' budget appropriation does not include any funds for marketing; TCA does not conduct any paid marketing efforts. The agency's Director of Communications coordinates TCA's tourism efforts.

2. Product Development Priorities

a) A product development investment is defined as one that results in the creation, development and/or advancement of tourism destinations through agency resources or the provision of direct financial support in the form of grants or site assistance and information on access to such financial resources.

b) Grants — TCA's Arts Create and Arts Respond grant categories invest funds in projects that exemplify cultural tourism including major art festivals, exhibitions, and other types of artistic programming that attract audience members from another county or community. Complete information on grant eligibility and the application process for each program is available online at www.arts.texas.gov under the Grant Guidelines link.

c) Cultural District Designation — TCA is the state agency responsible for officially designating Cultural Districts on behalf of the state. TCA will educate communities about the process of applying for official Cultural District designation and provide direct assistance at every stage of the process. TCA has produced a series of recorded webinars outlining the Cultural District process which are available for free on the TCA website.

d) Diplomacy and Protocol — TCA will provide support to the executive and legislative branches of Texas state government related to diplomacy and protocol activities. This may include providing works by Texas artists for presentation to foreign dignitaries or arranging for performing artists to participate in appropriate activities including trade missions and tourism promotion campaigns.

3. Program Development Priorities

a) A program development investment is defined as one that provides infrastructure development, technical assistance, educational opportunities, training programs, or otherwise fosters tourism partnership development.

b) Promotion of Resources — TCA staff will promote cultural tourism online and at conferences, workshops, and seminars throughout the year as allowed by budget resources.

c) Referrals — TCA staff will encourage arts organizations to develop relationships with their local chambers of commerce and convention and visitors bureaus to ensure their offerings are included in local tourism development efforts. Additionally, TCA will direct arts constituents to utilize state resources available through the other MOU partners. Improved use of the Texas Highways Events Calendar and TravelTexas.com will be emphasized.

d) Professional Development Tools — TCA produces a free series of professional development webinars to provide expanded resources to the field. The well-received webinars are recorded and available at <https://vimeo.com/txartspd>. The webinars frequently discuss resources for marketing and tourism efforts. Tourism-related topics include: the benefits of relationships between arts organizations and convention and visitors bureaus, audience building, strategic marketing, social media, and special events/festivals. TCA continues to maintain the *Tools for Results Tool Kit* as a way to assist nonprofit organizations in their work, including tourism development and promotional activities.

Customer Service Priorities

a) Customer service is hospitality toward visitors and interaction with travelers or prospective tourists for the purpose of assisting them with a travel-related decision or providing assistance to them during their stay.

b) TCA plays an indirect role in tourism-related customer service to the public. The agency does not have oversight of any physical venues or resources. TCA provides funding and other types of assistance to organizations who in turn interface with the public and are involved in the direct administration of customer service activities. TCA prioritizes prompt, courteous, and informative customer service for inquiries regarding all TCA grants, programs, and resources.

III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

	Gross Investment
Marketing	N/A
Program Development	\$250
Product Development	\$670,000
TOTAL:	\$670,250

TCA does not conduct any paid marketing efforts.

The costs shown in “Program Development” are the anticipated costs associated with conducting and recording tourism-related professional development webinars and communicating this opportunity to the field.

TCA’s FY19 budget includes \$670,000 for support of arts-related cultural tourism activities. These dollars are distributed to nonprofits and units of government through TCA’s grant programs. Grant recipients use the funds for activities such as major festivals, expanded marketing campaigns, and programming that will attract visitors from outside the area.

IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM

The Texas Commission on the Arts has a performance measure related to the promotion of tourism. The measure captures the number of grants awarded that promote cultural tourism.

V. PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS

Investing in a Creative Texas – this is the agency tag line.

VI. FISCAL YEAR 2018 ACCOMPLISHMENTS

- In Fiscal Year 2018, TCA invested grants in arts organizations that provided more than 361 cultural tourism events or attractions in Texas, despite the discontinuation of the Cultural District Project grants program.
- TCA participated in Texas Travel Week by promoting the designation through social media.
- As the state agency with authority to officially designate Cultural Districts on behalf of Texas, TCA approved one new cultural district, bringing a total of 36 cultural districts throughout the state. The most recently approved cultural district is the Downtown Corpus Christi Cultural District.
- TCA staff participated in meetings of the Texas State Agency Tourism Council (TSATC) and provided agency updates to other participating agencies. TCA staff used the meetings as a forum to learn about possible partnership opportunities with TSATC members, to share information about TCA resources that might be useful to other TSATC members, and to learn about other State resources that might be appropriate for arts organizations.
- TCA continued its support for the MOU joint return on investment (ROI) research project.
- TCA maintains links to all MOU partner websites and routinely distributes information on their programs at meetings and workshops. Additionally, TCA features the Texas Historical Commission's Texas Historic Preservation Tax Credit Program in the Professional Development Webinar Series, expecting it to be of particular interest to organizations in Texas Cultural Districts.
- TCA staff members served on tourism assessment teams led by EDT in Mineral Wells and Palestine in Fiscal Year 2018.
- TCA follows MOU partners on social media platforms and, when their posts contain content that can be overlapped with arts and culture interests, shares the posts.
- TCA provided grant relief, resources, and information in support of the tourism-dependent Texas Gulf Coast area after it was hit by Hurricane Harvey.
 1. TCA provided grant funding for business interruption costs incurred by arts organizations and artists due to Hurricane Harvey. TCA provided Hurricane Harvey Relief for the Arts grants totaling \$446,500 to 52 arts organizations and 17 individual artists with support from the National Endowment for the Arts and The Andrew W. Mellon Foundation. The grants went to organizations and artists in Beaumont, Clute, Corpus Christi, Elgin, Friendswood, Galveston, Gonzales, Hallettsville, Houston, Orange, Port Aransas, Port Arthur, Rockport, Round Top, and Spring. Twelve applications not funded through TCA's process were forwarded to the Mid-America Arts Alliance (MAAA). MAAA is the regional arts agency serving Texas plus five other neighboring states. MAAA supported TCA's Hurricane Harvey

Relief for the Arts efforts by raising donations through a crowd-funding campaign and distributing them to these twelve artists.

2. TCA gathered a wide variety of resources for arts organizations, nonprofits, and artists affected by Hurricane Harvey, organized them by topic, and listed them online. These resources included how to document losses for insurance and FEMA claims; general federal funding resources; general state and local resources; arts-specific assistance; information on the recovery, preservation, and/or replacement of personal documents and artistic work; and how unaffected arts organizations and individuals could help. The page was updated as more resources were offered, and widely shared in the days and weeks after Hurricane Harvey hit Texas. TCA's intention was to provide a one-stop webpage to help members of the Texas Gulf Coast arts industry recover from Harvey and resume business in the arts and tourism areas as quickly and easily as possible. The page is still available at <http://www.arts.texas.gov/resources/hurricane-harvey-resources/>.
3. TCA promoted pertinent deadline-based resources offered by other funders via social media.
4. Via social media, TCA was part of the effort to encourage citizens to travel to Texas Gulf Coast areas to contribute to their economies as soon as those areas signaled that they were ready to welcome visitors.

VII. AGENCY TOURISM CONTACT

Designation of primary agency representatives by the Executive Director of EDT and Executive Director of the other agencies, will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion.

Primary designee: Anina Moore, TCA Director of Communications

The Executive Director of EDT and Executive Directors of the four participating state agencies will be briefed at least once a year during a joint meeting.

TEXAS HISTORICAL COMMISSION

Fiscal Year 2019 Plan of Action

Tourism Memorandum of Understanding

On June 1 of each year, Texas Department of Transportation, Texas Parks and Wildlife, Texas Commission on the Arts and Texas Historical Commission provide Office of the Governor, Economic Development and Tourism with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. The following plan identifies priorities of the Texas Historical Commission related to the promotion of tourism including marketing, product development, program development, budget, and measurable goals and objectives.

The Texas Historical Commission (THC) is charged with promoting heritage tourism by assisting local governments, organizations, and individuals in the preservation, enhancement, and promotion of heritage and cultural attractions in the state. The program is required to include efforts to:

- Raise the standards of heritage and cultural attractions around the state
- Foster heritage preservation and education
- Encourage regional cooperation and promotion of heritage and cultural attractions
- Foster effective local tourism leadership and organizational skills

The following is the Plan of Action for the agency's proposed tourism activities for Fiscal Year 2019.

I. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY

For two decades, the Texas Heritage Trails Program of the THC has supported the development and promotion of heritage tourism statewide through the participation of dedicated nonprofit heritage trail regions. The agency and regional organizations work with local and statewide partners to encourage travelers to visit the real places telling the real stories of Texas history. The program assists the preservation and development of authentic experiences and places for heritage tourists in order to provide economic benefits for the state's citizens and communities, both urban and rural. Regional initiatives in conjunction with statewide marketing, printed and digital travel guides and tours, 10 regional websites, and www.TexasTimeTravel.com are designed to provide visitors information about the places to experience the state's history and culture.

The 85th Legislature provided continued funding for the Texas Heritage Trails Program for FY 2018 and FY 2019. The THC's overall heritage tourism development and promotion activities were not specifically appropriated funds during the legislative session and will continue with limited operations, with the bulk of the funding being provided to the regional organizations to support their heritage tourism work. The state historic sites managed by the THC were appropriated funds for continued operations, including the ability to address some deferred maintenance issues. Legislation also transferred management of the state property known as the French Legation in Austin to the agency. The transfer legislation limited the biennium operations at the new site to what can be raised from private sources.

As during the prior fiscal year, tourism promotion at the Texas Historical Commission will remain significantly curtailed. Limited funding from general revenues will be utilized to maintain existing state investments in promotional operations and materials. The major emphasis will continue to be sustaining of the Texas Heritage Trails Program without traditional paid advertising or major new expenditures

along with the ongoing operations of 22 state historic sites.

The independent nonprofit organization that represented the Brazos Trail Region, disbanded in FY 2016 resulting from the elimination of the primary public funding source. However, the THC has completed the process of reestablishing the region over the last year. Work continues to support the new organization's full-time executive director and board members representing communities within the region.

II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES

1. Marketing

A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.

- The agency will continue statewide distribution of the *Texas Heritage Travel Guide* covering all 10 Texas Heritage Trail Regions.
- Continue to distribute the newly revised and reissued *Chisholm Trail Travel Guide* and the newly issued *Texas and the Great War Travel Guide* as funding permits and stocks are available.
- Continue distribution of cultural heritage travel guides *Hispanic Texans: Journey from Empire to Democracy* along with its Spanish language companion version and *African Americans in Texas: A Lasting Legacy* as funding permits and stocks are available.
- Continue to distribute the existing stock of individual region travel guides through direct mail, online requests, the regional network, and TxDOT Travel Information Centers as funding permits and stocks are available.
- Encourage regional partner attendance at FY 2019 travel trade and consumer shows. The agency anticipates utilizing funds to underwrite the necessary exhibition space at the 2019 Texas State Fair on behalf of the regions.
- THC will provide materials and publications for Office of the Governor, Economic Development and Tourism Division, to be available at travel shows. THC will provide staff when requested to assist the Office of the Governor, Economic Development and Tourism with promotional events, as well as other MOU agencies.
- Provide hosting, technical support, content and minimal technology upgrades for www.teaxastimetravel.com, the 10 Texas Heritage Trail Region websites, and the mobile friendly versions of all 11 websites as existing funding permits.
- Maintain Texas Time Travel Tours, a mobile tour platform directing travelers to over 700 destinations. Themed tours enhance the travel experience through historic images and audio and video stories of significant and little known historical events. Tours are available via www.texashistoryapp.com and as native applications for iOS and Android.
- Implement the Strategic Marketing Plan developed for the agency-managed state historic sites.

- Continue to enhance the 22 THC Historic Sites' web presence and the "Explore Texas" portion of the agency website.
 - Utilize the website: www.texashistoricsites.com which redirects to the state historic sites page on the THC website, where visitors can access THC-managed state historic sites.
- National and Texas Travel & Tourism Week – coordinate with Tourism MOU partners and the Texas Travel Industry Association.
 - Provide information for media outlets regarding the observance of Tourism Week.
 - Offer a Free Sites Day featuring free admission to the agency operated sites in conjunction with Texas Travel & Tourism Week.
- Continue promoting the Texas Heritage Trail Regions, heritage tourism, and state historic sites through use of press releases and travel articles as opportunities arise. THC will provide press releases several times a year to promote traveling within the state to enjoy special heritage celebrations, i.e., Texas Independence; summer vacations at historic venues; fall festivals and events; holiday tours and events. THC will continue to emphasize heritage travel opportunities in each quarterly issue of the *Medallion* publication.
- Through the end of calendar year 2018, continue the travel sweepstakes serial promotion on social media, celebrating the 50th Anniversary of the Texas Heritage Trails.
- Continue to promote individual state historic site events with flyers, ads and media advisories.
- Utilize social media including blogs, Facebook, YouTube, Instagram, Twitter, and Pinterest to promote heritage travel in Texas reaching over 115,000 followers of the agency's channels.

2. Product Development

A product development investment is defined as one that results in the creation, development and/or advancement of tourism destinations through agency resources or the provision of direct financial support in the form of grants or site assistance and information on access to such financial resources.

- Provide one-on-one technical assistance to historic attractions across the state to improve the visitor experience at attractions and sites is likely to be limited to providing heritage tourism expertise to the Office of the Governor, Economic Development & Tourism for their tourism assessment visits.
- Continue initial development of the Texas Music History Trail and the Tom Lea Trail through planning for digital travel tools, site designation criteria, and icons to be used for promoting tourism for these trails.
- Continue to implement capital improvement and interpretive projects at the 22 state historic sites to improve the visitor experience.
 - A new 30,000 square foot museum and visitor center is under design for Levi Jordan Plantation State Historic Site
 - Museum and visitor center renovation and expansion is under design for Mission Delores State Historic

- Design is underway and construction will begin shortly on the restoration and major improvement to the French Legation in preparation for reopening to the public next fiscal year.
 - Interior restorations are underway at Starr Family Home and Sam Bell Maxey state historic sites.
- Continue the recovery efforts at Fulton Mansion State Historic Site so that the home's collection can be returned to the facility. During the interim, the site is open to the public including the museum and hard-hat tours of the mansion are being provided to visitors.
- Continue to integrate the French Legation in Austin, as the 22nd State Historic Site managed by the Commission.
- Continue distributing the digital edition of the *Heritage Tourism Guidebook* designed to assist local communities in developing heritage tourism as an economic development and preservation tool.
- Continue to assist local partners in commemorating the World War I centennial, including tools for highlighting visitation to heritage sites in Texas related to the war.
- Continue working with the National Park Service on the development of the national historic trails, El Camino Real de los Tejas and El Camino Real de Tierra Adentro.
 - Continue working with the El Camino Real de los Tejas National Historic Trail Association and their partners to support the further development of the trail.
 - Help facilitate the acquisition of signage for communities located on the trails, including coordination where necessary with TxDOT.
 - Facilitate the nomination of resources along the trails to the National Register of Historic Places.
 - Continue coordination efforts with the National Park Service, Mexico's National Institute of Anthropology and History, Bureau of Land Management, New Mexico's State Historic Preservation Office to share site data, research, and expertise regarding the internationally significant trails.
- Continue working with TxDOT on the Historic Highways Program to identify, designate, interpret and market Texas historic roads and highways. Facilitate community implementation of the cooperative Historic Texas Highways *Signage Management Plan*.

3. Program Development

A program development investment is defined as one that provides infrastructure development, technical assistance, educational opportunities, training programs, or otherwise fosters tourism partnership development.

- Through the Texas Heritage Trails Program, facilitate networking among tourism and preservation communities to maximize tourism resources, particularly in rural areas. The regional operations of the program are anticipated to continue at full capacity in FY 19. Centralized support and marketing through the agency was not specifically funded and will continue at maintenance levels, with limited new products or services.

- Continue to work with the National Park Service toward the inclusion of the Chisholm and Western Cattle Trails as national historic trails.
- Continue to utilize the heritage tourism listserv to promote Texas tourism and to educate Texans regarding tourism and historic preservation with approximately 800 subscribers.
- Continue active participation in the tourism industry through partnerships with Texas State Agency Tourism Council (TSATC) and Texas Travel Industry Association (TTIA). Senior staff of the agency chairs the TSATC and serves as an ex-officio member of the TTIA Board of Directors.
- Continue working with the National Park Service in the development of El Camino Real de los Tejas National Historic Trail. This involves tourism partners in communities along this national historic trail.
- Provide sponsorship capabilities on the 10 Heritage Trail Region websites on various pages of each site. This is intended to allow additional revenue sources for the 10 regional organizations.
- Continue to offer preservation and heritage tourism assistance to the Texas Commission on the Arts for their Cultural Districts Program when requested.
- Continue cooperating with TxDOT on the Historic Highways Program for the identification, designation, interpretation and marketing of Texas historic roads and highways. Specific ongoing work with TxDOT to mark the Bankhead Highway, Route 66, and Meridian Highway as Texas Historic Highways will continue.
- Develop and host the third annual Real Places conference in January 2019, building on the success of the Real Places 2016 Heritage Travel Conference that connected new constituents and communities with the Texas Heritage Trail Regions, to improve the development of heritage tourism opportunities and their subsequent economic impact. Real Places 2018 conference broadened the scope to emphasize the significance preservation and community development activities have on improving the quality of visitor experience and authenticity of heritage offerings.

4. Customer Service

Customer service is hospitality toward visitors and interaction with travelers or prospective tourists for the purpose of assisting them with a travel-related decision or providing assistance to them during their stay.

- Maintain existing digital tools for the traveler to assist in trip planning, enhance visitor experiences, and increase heritage tourism.
 - Maintain Texas Time Travel Tours, a mobile tour platform for travelers' use with 11 varied statewide travel themes.
 - Maintain interactive kiosks at the THC Historic Sites designed to thematically connect each site with the relevant Texas Heritage Trail Region and other third-party visitor-ready historic sites both locally and statewide to entice future travel.
 - Maintain the content for travelers on www.texasmetravel.com and the 10 regional sites.
- Support regional partner attendance at FY 2019 travel consumer shows including the 2019 Texas State Fair.

III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

THC Direct Tourism Budget for Fiscal Year 2019

	Gross Investment
Marketing	\$324,500
Product Development	\$11,696,845
Program Development	\$753,000
TOTAL	\$12,774,345

The projected tourism budget for the agency includes the Heritage Tourism Program, part of the agency's development assistance budget strategy and the operation and maintenance in Historic Sites Division's budget strategy. The 22 state historic sites are managed both for their protection as artifacts and places especially important to the state's heritage, as well as tourism and educational destinations for locals, visitors from across Texas, and those from outside the state or internationally. Funds targeted specifically for marketing can be isolated and quantified however the operations and management functions encompass both product development and program development and it is beyond the scope of this document to differentiate between the two. These funds include staffing, maintenance, capital improvements to visitor sites, and all other related operations.

The more discrete Heritage Tourism Program funding can be estimated across all 3 budget categories, though there is some overlap among the expenditures that serve more than one purpose. The \$64,500 of marketing expenditures attributed to the heritage tourism budget include funds to support and distribute the print and digital marketing tools or materials as well as funds to support consumer travel shows such as the Texas State Fair. The estimated product development expenditures attributed to the heritage tourism program total \$225,831 and include heritage tourism staff salaries and benefits, as well as funds utilized to develop or improve heritage tourism opportunities and visitor experiences across the state. The \$753,000 program development estimates for the heritage tourism program include the funding provided to the 10 Texas Heritage Trail Regions through contracts for services with the nonprofit organizations. It also includes staffing dedicated to support of the Texas Heritage Trails Region. The work products of the regions vary significantly and encompasses marketing as well as product and program development. For the purposes of this document and because the funding supports the professional staff of each region who undertake the heritage tourism services, it is categorized most appropriately as program development.

The Heritage Tourism Program component of the overall budget above totals \$1,043,311 with only \$64,500 of that amount for marketing as defined by this document. The remainder of the cited \$12.7 million is for the operation and support of the state historic sites as tourist destinations and to protect the historic properties.

Funding source for Heritage Tourism Program: State General Revenue

Funding sources for State Historic Sites: Sporting Goods Sales Tax Revenue, Appropriated Receipts, Bond Funds, State General Revenue

IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM

- Number of unique visitors to www.texasimettravel.com and the 10 region sites.
- Number of visits, unique visitors, page views, and associated metrics for users of Time Travel Tours
- Number of promotional materials distributed, printed, and downloaded.
- Visitation at the agency's 22 state historic sites.
- Amount of local, regional, and private cash or in-kind contributions to the 10 heritage region organizations.
- Volunteer hours contributed to the work of the 10 heritage regions.
- Number of individuals assisted by the 10 heritage trail regions.

V. PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS

- Continue to implement the THTP's "Visit the Texas Heritage Trail Regions and see where it all happened" as utilized on existing websites, mobile applications, and printed products.
- Continue to utilize Texas Time Travel and its associated branding for consumer-oriented heritage tourism materials.
- Continue to utilize "real places telling the real stories" of Texas in marketing efforts.
- Continue to roll out the new "Storied Sites of Texas" campaign for the 22 State Historic Sites as recommended in the *Strategic Marketing Plan*.
- Continue to utilize the 10, blue and white, heritage trail region logos derived from the 10,000 plus statewide highway signs.
- Utilize the "Stay an Extra Day in Texas" slogan for the duration of calendar year 2018 in promotion of the 50th Anniversary of the Texas Heritage Trails.

VI. FISCAL YEAR 2018 ACCOMPLISHMENTS

- Stabilized and reopened the Fulton Mansion State Historic Site after significant damage from Hurricane Harvey.
- Awarded grant funding to six projects from the Texas Preservation Trust Fund. The six preservation projects were selected from 21 proposal applicants to be recipients of the Emergency Grant Program, the first agency grant cycle to solely allocate funds to historic places affected by a natural disaster. The six projects selected for grants—one archeological resource and five historic properties— are in the state-declared disaster area that sustained damage from one of the worst weather disasters in U.S. history, Hurricane Harvey.

- Awarded almost \$20 million in matching grant funding to 15 counties for the preservation of their historic county courthouses. Of note was an emergency grant for the Refugio County Courthouse that was damaged by Hurricane Harvey.
- Reestablished the Texas Brazos Trail Region with a new nonprofit board and executive director and resumed full operations in early FY 18
- Opened the new, 10,000 square foot, museum and visitor center at San Felipe de Austin State Historic Site.
- Participated in consumer travel shows and events such as the State Fair of Texas and McAllen Winter Texan Expo.
- Adopted a new *Strategic Marketing Plan* for the agency's state historic sites.
- Released the *Texas and the Great War* heritage travel guide.
- Special activities and promotions in 2018 celebrating 50 years of the Texas Heritage Trail Regions include retracing Gov. John Connally's inaugural driving caravan dedicating the Trails in the Mountain Trail region, and a 10-month "Stay an Extra Day" sweepstakes offering vacation package prizes for the 10 regions, with one vacation give-away happening each month beginning in March.
- Created and distributed THC's *The Medallion* with quarterly highlights on heritage tourism destinations.
- Conducted media relations activities including statewide distribution of media alerts, TV and radio interviews for activities that included other MOU agencies such as Texas Travel and Tourism Week events.
- THC promoted and hosted the annual free admission day at state historic sites as part of Texas Travel and Tourism Week.
- THC representative chaired the Texas State Agency Tourism Council.
- Provided heritage tourism expertise to site assessments of three communities at the request of Office of the Governor, Economic Development and Tourism.
- Hosted the 2018 Real Places conference with nationally recognized speakers that covered innovative methods for connecting with visitors and improving their experience.

VII. INDIVIDUAL AGENCY AWARDS AND ACHIEVEMENTS

- Governor Greg Abbott officially congratulated each of The Texas Heritage Trail Regions for their 50th Anniversary as Texas Travel Trails and 20 years of regional operations contributing to statewide heritage tourism development and promotion.

- Received a 2017 Lonestar Regional Emmy for outstanding achievement in the Historic Cultural category for three short videos produced for inclusion in the *WWI: Texas and the Great War* and *WWII on the Texas Home Front* mobile tours.
- The San Antonio Conservation Society named THC's Landmark Inn State Historic Site as a 2018 Preservation Award winner for the completed restoration.
- The traditional grass house reconstruction at Caddo Mounds State Historic Site received the 2018 Paul E. Buchanan Award from the Vernacular Architecture Forum.
- Texas Historical Commission Chairman John L. Nau, III., Received the 2018 Silver Spur Award from the Texas Travel Industry Association for his commitment and dedication to heritage tourism and improving the experience of visitors to Texas.
- Continued enhancements for www.texastimetravel.com and the 10 Texas Heritage Trails Region websites with dynamic, engaging and interactive content. Maintained versions of all 11 sites optimized for mobile. These sites had more than 300,000 unique users.
- The combined social media pages of the Texas Heritage Trail Regions achieved 125,000 followers.
- Distributed approximately 65,000 printed guides to travelers for the THTP regions with individual regional guides remaining in print.
- Continued distribution of the 72-page *African Americans in Texas: A Lasting Legacy* and integrated guide information into www.texastimetravel.com. Approximately 40,000 printed versions of the guide were distributed to travelers in FY 18.
- Continued distribution of a 100-page *Hispanic Texans: Journey from Empire to Democracy* travel guide in both English and Spanish. Approximately 12,000 copies of the English language and 4,000 of the Spanish language version were distributed to travelers in FY 2018.
- Continued distribution of *Texas Heritage Travel Guide* covering all 10 Texas Heritage Trail Regions. An estimated 35,000 copies of the guide were distributed to travelers in FY 2018.
- Hosted and maintained the free *Texas Time Travel Tours* app available for iOS and Android operating systems as well as a web-based application. The travel app includes 11 statewide thematic tours that complement other agency tourism and research initiatives, including the cooperative historic highway work with TxDOT. The tours reached approximately 27,000 users via the web and were in use as native applications on an additional 4,500 mobile devices during FY 2018.
- By distributing select videos produced for the *Texas Time Travel Tours* on social media networks, this collection of travel oriented videos was viewed more than 1.6 million times.
- Coordinated with the National Park Service, Texas Department of Transportation, individual counties, and the El Camino Real de los Tejas National Historic Trail Association for the placement of directional signage along the Texas section of the trail per the federal management plan.
- In Fiscal Year 2017, visitation to the agency's state historic sites totaled nearly 360,000 visitors.

- Regions placed more than 40 cooperative travel advertisements in more than 20 different print publications.
- Trail regions conducted more than 20 educational meetings of travel partners and the public around the state, reaching 650 individuals representing 138 different organizations.
- The Celebrate Main Street 35th Anniversary travel promotion was recognized with the 2017 Innovation on Main Street Award from the National Main Street Center.
- Preservation Texas recognized the barn rehabilitation at the Sam Rayburn House State Historic Site and historic dam repair at Landmark Inn State Historic Site with 2017 Honor Awards.
- Casa Navarro State Historic Site was designated a National Historic Landmark by the US Department of Interior in 2016, one of only 47 sites with this distinction in Texas.
- The National Association for Interpretation recognized Texas Time Travel Tours with a 2016 Interpretive Media Award for Digital Media.
- *Texas Monthly* in 2016 recognized Texas Time Travel Tours as one of their top apps for a Texas road trip.
- Preservation Texas recognized the Sam Bell Maxey House State Historic Site with a 2016 Conservation Merit Award.
- Preservation Texas recognized the Magoffin Home State Historic Site with a 2014 Historic Restoration Award.
- *True West* magazine named www.TexasTimeTravel.com Best Promotion of a Historic Place in their 2013 Best of the West awards.
- The San Antonio Conservation Society named THC's Casa Navarro Historic Site as a 2012 Preservation Award winner for the completed restoration.
- The Texas Heritage Trails Program was nationally recognized with the Preserve America Presidential Award by President George W. Bush in 2005.

VIII. AGENCY TOURISM CONTACTS

Mark Wolfe, executive director of Texas Historical Commission

Bradford Patterson, Director of Community Heritage Development, is the primary designee.



Travel Information Division Plan of Action Fiscal Year 2019

TxDOT's mission is to deliver a safe, reliable, and integrated transportation system that enables the movement of people and goods. The mission will be achieved by meeting the department's goals and objectives. The goals and objectives include delivering the right projects, focusing on the customer, fostering stewardship, optimizing system performance, preserving our assets, and promoting safety.

TxDOT's efforts in tourism enhance economic opportunities and improve the quality of life in Texas by stimulating travel to and within the state and by providing customers with valuable Texas travel and highway condition information. Consultation provided by certified travel counselors at the Texas Travel Information Centers and printed materials assist the public with their travel and transportation needs. These products and services focus on the customer, assist the public with the use of the transportation system, help reduce congestion, enhance safety, and expand economic opportunity.

Other TxDOT programs contribute to the state's overall appeal for travelers, tourists, and businesses. For more than 30 years, the Don't Mess with Texas®, Adopt-a-Highway, and Adopt-an-Airport programs have worked to prevent and remove litter, respectively. For 16 years, Drive Clean Texas has worked to improve air quality. While not considered tourism programs for the purposes of this report, these programs help keep Texas attractive for both residents and visitors.

The following plan identifies TxDOT's tourism priorities and activities for FY 2019.

NOTE: the FY '19 plan of action has been substantially revised per discussions with EDT and the other MOU partners to reflect a more holistic view of the division's activities and to ensure consistency in the type of information reported for both program descriptions and budgets. Changes for TxDOT include the addition of operational expenses related to DriveTexas™ and the Texas Travel Information Centers.

I. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY

The Travel Information Division's mission is to support and promote safe and enjoyable travel to and within Texas and to provide professional information, products, and services for the general public and the Department.

Essential activities will include continued production of the state's official travel magazine, *Texas Highways*; promotion of *Texas Highways* through web and social media platforms; the management of the Texas Travel Leads Database; the production and distribution of the state's travel literature; and the maintenance and operation of the Texas Travel Information Centers and the DriveTexas™ highway conditions information program.

Travel-related activities will be funded by the State Highway Fund. Revenue generated by programs is returned to the State Highway Fund. Federal dollars are not used in the department's travel/tourism programs, DriveTexas highway conditions information program, or the Texas Travel Information Centers.

II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES

MARKETING & PRODUCT DEVELOPMENT

Definitions: A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.

A product development investment is defined as one that results in the creation, development and/or advancement of tourism destinations through agency resources or the provision of direct financial support in the form of grants or site assistance and information on access to such financial resources.

TxDOT has combined these two categories, as many of the products developed are marketing vehicles in and of themselves that drive tourism. Products being actively promoted with a marketing budget have been noted.

TEXAS HIGHWAYS

Texas Highways has evolved from a monthly magazine to a multi-media brand, reaching over 2 million Texans and savvy travelers monthly. As media consumption behaviors have shifted, TxDOT has responded to provide the Texas Highways content and experience that people want, wherever and however they want it. Smart brand extensions over the years – with more to come – have effectively expanded the reach of the brand to inspire and engage travelers.

Across the brand ecosystem, top writers and photographers showcase the best of Texas' people, places, and wide-open spaces. Texas Highways serves Texans and non-Texans alike with an interest in learning and exploring Texas. Destinations, attractions, and business mentioned in each issue benefit from the coverage. Generations of Texans have come to rely on Texas Highways, for good reasons: rigorously fact-checked, a focus on authentic experiences, curated coverage, non-political and positive editorial content, and lots of practical tips to get a trip started.

Frequently featured categories include state and national parks; urban centers and small towns; cultural art venues; statewide events; historical features; accommodation and dining establishments; weekend getaway adventures; photographers and their work; unique Texas products and shopping opportunities; nature tourism excursions; and scenic landscape photography.

In addition to the below existing platforms, we are working on ways to expand through sponsorships, events, and trade show booths.

- **Texas Highways magazine:** Designated the "Official Travel Magazine of Texas" by the Legislature in April 1975, the primary goal of the magazine is to encourage recreational travel to and within the State of Texas. The magazine is undergoing a substantial editorial and design update to provide our readers more of their favorite content and to refresh the experience in the pages. The redesign is expected to debut in the fall of 2018.

The magazine's 2019 editorial calendar will include an Annual Bucket List issue (January); Big Bend issue (February); a Wildflower issue (March); Summer Travel Planner issue (May); a Coastal issue (June); and Rivers issue (July).

As of April 2018, *Texas Highways* magazine has a distribution of 196,731. This includes paid subscribers, newsstands, waiting rooms, Amtrak routes, and digital editions to all of TxDOT's employees.

Annual Subscription - \$24.95 (12 issues); Single copy - \$4.95

Marketing efforts:

- Direct mail for new subscriber acquisition
 - Renewal series for existing subscribers
 - Ads in other publications
 - Boosted posts on Facebook and Instagram
 - Events and partnership
- **TexasHighways.com:** This website offers of select articles from the magazine plus additional “web extra” features, photos, videos, and more. Along with the printed version, the site is undergoing a substantial redesign to provide easier destination searching and exploration, along with a more intuitive user experience to match how consumers are using the web to get travel content. It is expected to debut in the fall of 2018.
- **Texas Highways social media:** Readers love to engage with Texas Highways on social media. In addition to interacting with our most loyal fans, we are able to reach new audiences via a variety of social media platforms. Social media channels aren’t just about extending Texas Highways messaging, but also the cross-promotion other brand initiatives, such as subscriptions, driving traffic to our website, promoting our free publications, providing information about DriveTexas and our Travel Information Centers, etc.

When appropriate, there is also coordination with TxDOT’s Media Relations group to share posts on the agency’s Facebook and Twitter accounts. Those messages also are submitted for inclusion in EDT’s Monthly Social Media Calendar for cross promotion through the MOU agencies’ social media channels.

As of April 2018, our social media following is as follows:

- Facebook: 234,000+
 - Instagram: 26,000+
 - Twitter: 27,000+
 - Pinterest: 4,000+
 - YouTube: 136,000+ video views
- **Texas Highways Extra!** This companion e-newsletter reaches 100,000+ opt-in subscribers twice each month promoting upcoming events and highlighting the current issue’s features. Additional coverage may include travel spotlights, surveys of readers’ travel plans and favorite destinations, readership discounts, links to the *Texas Highways Events Calendar*, the *Texas Highways* website, and travel partners. Special editions of *Texas Highways Extra!* feature special events, news alerts, and readership opportunities.
- **Texas Highways True Texas Gift Shop:** The online store has been part of the revenue generation matrix for decades, but in 2014 *Texas Highways* shifted the product line to focus on True Texas makers. Many of these artisans have shops and studios that serve as tourism destinations for small communities.

Marketing efforts:

- Email blasts
- Holiday catalog mailing
- Advertisements in *Texas Highways* magazine, website, and social media
- Trade show booths and events

TRAVEL LITERATURE

The Travel Publications section of the division publishes a suite of complimentary informational materials that are used by both the public and the travel industry since 1936, when the Department opened its first “Tourist Houses” in conjunction with the Texas Centennial. Travel industry partners rely on the materials to assist in discussions with travelers in their area and include cities, chambers of commerce, convention and visitor bureaus, state parks, and TxDOT’s own Travel Information Centers.

Division staff members work with vendors to manage travel literature fulfillment. Literature requests are received via phone calls, online orders, reader service cards, coupons, tip-ins, and letter mail. The team maintains a warehouse and distributes material produced by TxDOT or provided to us by other agencies. During FY '19, the Travel Information Division will continue to mail travel literature to those who request it.

- **Texas State Travel Guide:** This 250+ page publication summarizes publicly accessible sites of scenic, historical, cultural, and recreational interest in communities throughout Texas into an attractive, engaging package. In addition to attraction information, the guide also contains information about Texas state parks, lakes, state and national forests, events, hunting and fishing, and Texas Travel Information Centers. The guide is keyed to the Texas Official Travel Map, providing basic information and directions for traveling anywhere in Texas.

The *Texas State Travel Guide* serves as the state's primary fulfillment publication. A digital version is uploaded to www.TravelTexas.com.

During FY '19, a projected 700,000 copies of the *Texas State Travel Guide* will be printed.

- **Texas Official Travel Map:** The annual map is produced and updated internally within TxDOT by the Travel Information Division through detailed and collaborative information from all TxDOT divisions. In addition to showing interstate, US, and state highways, the map includes state and national parks, city inset maps, cruise terminals, and Texas Travel Information Centers. The map is included in the state's standard fulfillment package and is one of the primary information tools the Texas Travel Information Centers use for travel counseling.

During FY '19, a projected 900,000 copies of the map will be printed.

- **Texas Highways Events Calendar:** This quarterly publication features more than 1,000 listings of fairs, festivals, concerts, plays, exhibits, events, and cultural celebrations across the state – the most comprehensive collection of event information in Texas. The printed publication is distributed primarily through the Texas Travel Information Centers and is also available by subscription via an insert card in each issue.

Listings are also featured in *Texas Highways* magazine and website, and on EDT's website, www.traveltexas.com.

A web-based database is in place to facilitate event information maintenance, make event submissions easier for travel partners, and simplify the process for uploading events information to www.TexasHighways.com and www.TravelTexas.com.

During FY '19, projected 65,000 copies of each quarterly issue (Spring, Summer, Winter, Fall) will be printed.

- **Texas Public Campgrounds:** lists and provides details about 388 campgrounds operated by federal, state, and local government entities. The publication is distributed primarily through the Texas Travel Information Centers and is one of the tools for travel counseling. It is uploaded to www.TravelTex.com to provide camping information for every listed city that has camping accommodations.

This publication will be reprinted in FY '19 if demand exceeds the current available issues.

- **Texas, A Quick Look:** This publication provides a brief history of Texas, with extensive illustration. It is a broad overview of Texas including historic facts and details about the flags that have flown over the state. Teachers and children use this publication when completing school assignments about Texas.

This publication will be updated and reprinted in FY '19.

- **Texas Wildflowers Guide:** This brochure on Texas wildflowers features 56 wildflower images to help with identification, plus information on Texas eco-regions, wildflower drives, wildflower-related events, and native plant centers.

This publication will be updated and reprinted in FY '19 if demand exceeds the current available issues.

- **NEW A Texas Music Destination Guide:** This publication will help travelers plan their own road trips to explore the state's music venues, live music events, and monuments/museums.

This publication is in development to print in FY '19.

- **NEW Name TBD - Birding/Nature brochure:** a joint project of TxDOT and TPWD, and in development to print in FY '19.

PROGRAM DEVELOPMENT

Definition: A program development investment is defined as one that provides infrastructure development, technical assistance, educational opportunities, training programs, or otherwise fosters tourism partnership development.

TRAVEL INFORMATION CENTERS

Events and open houses at the 12 Texas Travel Information Centers throughout FY '19 will promote tourism and public safety.

RESOURCES FOR THE INDUSTRY

- **Travel Industry Partner Page** on TxDOT.gov will continue to provide a one-stop shop for industry partners to access TxDOT resources for marketing and promoting destinations. The Marketing Partnerships portion of the site includes Texas Travel Leads, which allows the Texas travel industry to query the contents of the Texas Travel Leads database to identify individuals matching a specific target market. New information is available daily in the Texas Travel Leads database. Leads gathered from the current fiscal year's inquiries matching travel industry market-specified criteria will be available for download in FY '19 for Texas travel marketing purposes.

DIVISION-LEAD CONFERENCES, TRAINING, AND CERTIFICATIONS

Travel Information division staff partner with the tourism industry to play a major role in increasing Texas tourism. The objective is to provide continuing destination education for travel counselors, create and strengthen relationships with our tourism partners, and work as a team to stimulate travel to and within Texas. TxDOT is proud of the training partnership that we've developed over the past 60 years.

- **Texas Travel Counselors Conference:** open to Travel Information Division staff, city information center counselors, employees from TPWD, EDT, and other tourism professionals. The conference offers educational seminars, area study tours and the opportunity to interact with other industry travel counselors. Networking and educational activities with other tourism entities showcase attractions and cities around the state and allows the tourism industry to share vital information with travel counselors.
- **ASE (Achieving Service Excellence) Training:** a three-day training session designed for new travel counselors. This class provides information on the department's organization, policies and procedures, customer service, communication skills, and ethics. Each session is held in a different small community, and area travel industry partners are invited to showcase an attraction or give a presentation about their destination. In turn, these partners learn what services are performed on

their behalf by the TICs. This exchange is vital, not only to the new counselor, but to the hosting communities as well.

- **TTIA Study Tour:** is an effective training partnership between TTIA and TxDOT's Travel Information Division. During this whirlwind training session, 16-20 counselors and *Texas Highways* staff travel to selected regions of the state to tour approximately 65 cities and attractions in a five-day period. The counselors experience the many sights, tastes, attractions, and accommodations offered by the region. This training experience, in conjunction with TTIA, serves not only as an informative tool, but also builds relationships among different tourism-related groups, individuals, and TxDOT.
- **Travel Counselors certification:** TxDOT administers state and national certification through the U.S. Travel Association for Certified Professional Travel Counselors. The certification program consists of training in customer service, Texas attractions, directional information, Texas history and culture, Texas geography, lodging and additional sources of information, traveler safety, and the economic impact of travel and tourism in Texas. The travel counselor becomes certified by passing a comprehensive examination upon completion of all of the study modules. As of May 2018, 85% of Travel Information Center staff either hold state and national certification or are working to become certified.

TRAVEL & TOURISM INDUSTRY PARTNERSHIPS & PARTICIPATION

- **Texas Tourism Week:** TxDOT, through its Texas Travel Information Centers, social media outlets, and www.TexasHighways.com, will continue to work with the MOU agencies, the Texas Travel Industry Association and other related tourism partners in the promotion of Texas Travel and Tourism week.
- **EDT Travel Trade and Consumer Shows:** TxDOT will continue to provide travel publications to EDT for shows in FY '19 as requested.
- **Texas Historical Commission:** TxDOT continues to support THC regarding the Texas Heritage Trails Program through the continued maintenance of travel trails and signage.
- **Additional Partnerships:** TxDOT will continue active participation in the tourism industry, including partnerships with the Texas Travel Industry Association, the Texas State Agency Tourism Council, the Texas Association of Convention and Visitors Bureaus, the Texas Hotel and Lodging Association, the Texas Association of Campground Owners, and other tourism organizations.
- **Tourism Assessments:** TxDOT will assist EDT with tourism assessments as needed.

CUSTOMER SERVICE

Definition: Customer service is hospitality toward visitors and interaction with travelers or prospective tourists for the purpose of assisting them with a travel-related decision or providing assistance to them during their travel stay.

TRAVEL INFORMATION CENTERS

Since 1936, TxDOT has been assisting travelers at strategically located information centers. The Department currently operates twelve Texas Travel Information Centers (TICs) in Amarillo, Anthony, Denison, Gainesville, Harlingen, Langtry, Laredo, Orange, Texarkana, Waskom, Wichita Falls, and the Old General Land Office Building in the State Capitol Complex.

The objective of TICs is to promote travel to and within Texas, increase public safety, and assist the traveling public by offering professional information and services while supporting the strategic goals of the department. The TICs provide highway users with a safe place to rest, facilitate economic development through travel information, hold public events to raise safety awareness, and provide for the safe movement of people and goods by effectively communicating road conditions

The centers are open 360 days a year and provide services nine (9) hours a day from the day after Labor Day through the Thursday before Memorial Day. They provide service ten (10) hours a day from the Friday before Memorial Day to Labor Day. During FY '19, the Travel Information Division will continue to

serve customers by operating and maintaining the Texas Travel Information Centers. The projected number of customers is approximately 2 million for FY '19.

DRIVE TEXAS™

DriveTexas™ provides real-time highway information to assist the traveling public in safely navigating the state. The highway-conditions site, www.DriveTexas.org, provides information on accidents, closures, construction, damage, and weather events that might impede safe travel. This information is also available by calling 1-800-452-9292 to hear automated highway conditions information updated 24/7, with an option to speak with a travel counselor during Travel Information Center hours of operation.

III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

Tourism Activity	Gross Investment
Marketing	\$2,686,615
Product Development	\$5,659,263
Program Development	\$5,351,595
Total	\$13,697,473

FUNDING

Travel-related activities are funded the State Highway Fund. Federal dollars are not used in the department's travel/tourism programs, the operation of DriveTexas highway conditions information program, or the Texas Travel Information Centers.

MARKETING

Includes: printing, fulfillment, postage and shipping of free travel literature; new subscription acquisition efforts; events; social media promotions; other promotional expenses

PRODUCT DEVELOPMENT

Includes: operating costs; printing, fulfillment, postage and shipping of magazine and gift shop; and other costs

PROGRAM DEVELOPMENT

Includes: Texas Travel Leads development and maintenance; Travel Information Center operations and facility maintenance; Texas Travel Counselors Conference; customer service training

REVENUE

As of April for FY '18, proceeds from the sale of advertising, subscriptions, products, and newsstand sales totaled \$3.7MM. These funds are returned to the State Highway Fund.

IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM

- **Number of Customers Served at Texas Travel Information Centers:** The number of visitors served at the 12 Texas Travel Information Centers, on the 1-800 travel information number operated by TxDOT, and calls answered at the Texas Travel Information Centers. This includes all travel information services to Texans and out-of-state visitors and all travel-related phone and mail inquiries.

As of May 2018 in FY '18, a total of 1, 475,748 customers were served by the Texas Travel Information Centers.

- **Number of Texas Highways Copies Distributed:** The number of copies, print and digital, distributed to subscribers, waiting rooms, Amtrak routes, and newsstands.

As of April for FY '18, an estimated 1,521,460 copies of *Texas Highways* were distributed.

- **Number of Travel Literature Requests Fulfilled:** The sum of filled requests for travel literature (*Texas State Travel Guide*, *Texas Official Travel Map*, *Texas Highways Events Calendar* and other travel publications) received from advertisements placed by EDT, directly by TxDOT, from other sources that forward such requests to TxDOT for fulfillment, and requests for bulk literature for distribution through the Texas Travel Information Centers and local visitor centers.

As of May for FY '18, TxDOT has shipped 697,548 pieces of travel literature.

- **Timeliness of Fulfilling Travel Literature Requests:** A request is considered received when it comes into possession of the Travel Information Division or its primary fulfillment vendor. The response is complete when the material is placed with a carrier (U.S. Postal Service, United Parcel Service, or other common carrier) for delivery to the person who requested it. The time between these two events should not exceed 72 hours. The number of valid travel literature requests fulfilled within three days divided by the total number of valid requests submitted during a specified period of time, reported by quarter and full fiscal year.

As of April for FY '18, 90% of travel literature requests were responded to within three days.

V. PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS

Texas Highways. The Travel Magazine of Texas.

DriveTexas™.

True Texas™.

True Texan™.

VI. FISCAL YEAR 2018 ACCOMPLISHMENTS

TEXAS HIGHWAYS

- **Support of Coastal destinations post-Harvey:**

The impact of Hurricane Harvey on coastal communities was so severe it left many people uncertain about the coming tourism season. In many of these small towns, tourism is the primary industry and vital to their recovery. We quickly realized one way we could help: spreading the word that beloved destinations like Port Aransas and Rockport-Fulton are ready for visitors.

Texas Highways' "The Coast" issue in June featured post-Hurricane Harvey dispatches from Rockport, Port Aransas, Houston, and more.

We supplemented the coverage with a dedicated e-newsletter to subscribers promoting the issue and driving people to TexasHighways.com to interact with a special module that combined photos and stories from the issue. Stories were also promoted on social media.

- **Audience growth:**

Magazine:

- ✓ Published 12 issues of *Texas Highways* magazine
- ✓ Increased circulation by 2%
- ✓ Transitioned from saddle-stitch to perfect-bound

Website:

- ✓ 785,000+ new users (+39%, Sep-May FY18 vs. FY17)
- ✓ 2MM+ page views (+20%, Sep-May FY18 vs. FY17)

Social Media:

- ✓ 25,000+ Instagram followers (+83% April 2018 vs. 2017)

- **First-time presence at events and new partnerships:**

- ✓ Thin Line Film Festival in Denton, promoting the Texas Highways via the True Texas travel category
- ✓ Nature Conservancy/Texas Highways joint event
- ✓ Origin Market, Austin
- ✓ Home and Garden Show, Austin
- ✓ Book Festival, Austin

DIVISION-LEAD CONFERENCES, TRAINING, AND CERTIFICATIONS

- ✓ Hosted the 63rd Annual Texas Travel Counselors Conference in El Paso, Texas, April 16-19, 2018.

TRAVEL INFORMATION CENTERS & DRIVE TEXAS

- **Hurricane Harvey assistance:**

- ✓ During the storm, the DriveTexas toll-free travel information line assisted 167,350 callers through the Interactive Voice Response (IVR) automated information system, providing emergency highway closures, conditions, and other emergency information.
- ✓ 44,134 of these callers received further assistance from travel counselors and TxDOT staff in Austin.
- ✓ The DriveTexas.org website logged more than 5,000,000 visits.

- Travel Information Centers served approximately 2 million visitors, seeking tourism information or highway conditions.
- Travel Information Centers hosted or participated in 143 presentations and public events to promote tourism and public safety.

TRAVEL & TOURISM INDUSTRY PARTNERSHIPS & PARTICIPATION

- ✓ Participated with MOU partners in making presentations to industry partners across the state, and participated in the Texas Travel Industry Association Summit held in Arlington October 1-4, 2017, and Unity Dinner held in Austin, Texas, on March 21, 2018.
- ✓ Championed the impact and benefits of travel and tourism by participating with MOU and tourism partners in celebrating National Travel and Tourism Week, May 6-12, 2018, by holding events and

open houses at the 12 Texas Travel Information Centers during Travel and Tourism Week. Promoted Travel and Tourism Week through *Texas Highways* magazine's and TxDOT's social media outlets.

- ✓ Distributed MOU agencies' marketing materials at the Texas Travel Information Centers as appropriate and requested.
- ✓ Coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information—which is important in determining the best and most effective means to spend advertising dollars—and reports to show the effectiveness of data-entry vendors.
- ✓ Continued to coordinate with other state agencies in the Texas State Agency Tourism Council concerning overall state tourism development, marketing, and customer service needs.

TxDOT participated in two tourism assessments with EDT.

VII. INDIVIDUAL AGENCY AWARDS AND/OR ACHIEVEMENTS

Texas Highways magazine received the following recognition at the 37th Annual International Regional Magazine Association Awards in October 2017:

GOLD AWARDS:

- Cover, Wild Thing issue
- Illustration, National Park Perks
- Graphic, Hit the Road

SILVER AWARDS:

- Magazine Photographer of the year, E. Dan Klepper
- Overall Art Direction
- Annual Publication, Texas State Travel Guide

BRONZE AWARDS:

- Magazine Writer of the Year, Matt Joyce (third year in a row)
- Food Feature, We Love Our Mudbugs
- Department, Drive
- Special Focus, The Story of Our National Parks

AWARD OF MERIT

- Historical Feature, Hail to the Boys of CCC
- Profiles, Extraordinary Texans
- Reader Service Article, Texas Bucket List

Texas Highways also received an honorable mention at the Folio Eddie Awards for its Spring Splendor April 2017 Cover Design (City & Regional).

VIII. AGENCY TOURISM CONTACTS

Joan Henderson, Director, Travel Information Division

Andrea Lin, Travel Publications Section Director, Travel Information Division

Martha Martin, Services, Projects & Campaigns Section Director, Travel Information Division

Terry Martinez, State/Federal Relations Rep, State Legislative Affairs



Texas Parks and Wildlife Department (TPWD)
Fiscal Year 2019 Plan of Action

I. SUMMARY OF RESOURCES, ACTIVITIES AND MATERIALS RELATED TO PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY

The primary emphasis of the Texas Parks and Wildlife Department's (TPWD) tourism-related efforts is to promote travel to engage in nature-based outdoor recreational activities, to visit state tourism destinations and to gain a greater appreciation of the state's natural and cultural resources.

TPWD's primary audience is the in-state leisure tourist, specifically those seeking nature and historical/ cultural experiences:

- State park visitors
- Heritage tourists
- Hunters
- Anglers
- Boaters and Paddlers
- Birders and other Wildlife Viewers
- Outdoor Recreationists

TPWD manages many tourism destinations, including more than 90 state parks, state natural areas and state historic sites; 50 wildlife management areas and the Texas Freshwater Fisheries Center and Sea Center Texas visitor centers. TPWD also partners with communities, nonprofits and private entities to develop paddling trails and wildlife-viewing trails throughout the state.

TPWD uses a wide range of communications efforts to promote in-state tourism, including the *Texas Parks & Wildlife* magazine; the *Texas Parks & Wildlife* TV show; the *Passport to Texas* radio show; news releases; media relations; social media; email marketing; advertising; promotional efforts; consumer/trade events; mobile applications; and its websites and landing pages (tpwd.texas.gov; texasstateparks.org; passporttotexas.org; and tpwmagazine.com). The Department also works closely with other tourism-related state agencies, tourism associations, local governments and partners to coordinate marketing efforts where possible.

II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES

1. Planned Marketing Activities

A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.

The Texas Parks and Wildlife Department actively reaches out to influence potential travelers to make travel decisions to visit state parks and other nature tourism destinations or to engage in one or more nature-based recreational activities, including fishing and hunting opportunities tied to travel. Below is a summary of TPWD's planned marketing activities for FY'19:

- The website (www.tpwd.texas.gov) reaches an estimated 1 million users monthly and generates more than 50,000,000 unique page views annually. New videos, seasonal features and other updates are incorporated every month.
 - TPWD offers a wide variety of tourism-related publications in print as well as in PDF form to view or download.
 - TPWD has continued to expand and improve its Spanish-language resources in print and online to engage an even greater number of Spanish-speaking park visitors, anglers and hunters who participate in travel and tourism
- *Texas State Parks: Official Guide* is a comprehensive, digest-sized directory that includes an expandable 16x20 map insert and is published annually in May. An estimated 300,000 copies are distributed free at state parks, TxDOT Travel Information Centers, local community visitor centers and chambers of commerce, outdoor retailers, other Texas businesses and nonprofit organizations and at appropriate promotional events.
 - An abridged Spanish-language "*GUIA DE PARQUES*" is also available in print upon request.
- The *Texas State Parks Official Guide* mobile app has more than 253,000 downloads and continues to grow.
- TPWD's social media channels reach more than 1 million users through Facebook, Instagram, Twitter, Pinterest, YouTube, Flickr and Snapchat. The Department's main Facebook account alone has more than 528,000 fans and the department's YouTube Channel has more than 17 million video views. Instagram continues to grow with more than 146, 000 subscribers. Most state parks, many fish and wildlife districts and various TPWD programs also manage additional accounts on Facebook, Instagram and Twitter.
- *Texas Parks & Wildlife* magazine reaches approximately 500,000 readers every issue and generates an additional 45-70,000 page views every month on tpwmagazine.com. Its mobile app is available for both Apple and Android devices and has been downloaded by 41,000 users. Approximately 110,000 people also receive the *Texas Parks & Wildlife* magazine e-newsletter by email. The magazine's mission is to inform Texans about conservation issues and encourage nature-based travel to state parks and other nature tourism destinations.

Approximately 20% of the magazine's editorial content promotes nature-based travel across the state.

- *Texas Parks & Wildlife* TV show airs on PBS stations across Texas generating more than 134,000 broadcast impressions per week. The show also airs on more than 50 local access cable channels which generate an additional 44,000 impressions each week. PBS.org also streams full episodes at www.pbs.org/show/texas-parks-and-wildlife. Approximately 12% of the show's stories feature and encourage travel to nature tourism destinations in Texas. Episodes and stories are also posted on the Department's YouTube Channel www.youtube.com/user/TexasParksWildlife. Previews of each show are also emailed weekly to more than 26,000 subscribers.
- *Passport to Texas* radio series airs five days a week, 52 weeks a year, on more than 100 radio stations, including public radio as well as news/talk and country music formats. It has an average of 2.1 million impressions each week. Approximately 25% of the stories focus on nature tourism.
- *TPWD Email Service* provides e-newsletters and regular updates on outdoor recreation and destinations to more than 826,000 subscribers. The number of subscribers grows each month as more state park visitors, license purchasers and other constituents subscribe to topics of interest to them.
- Rack cards, brochures and flyers on special activities, facilities and seasonal events in parks and other destinations are distributed at tourist outlets such as CVBs, chambers, TxDOT Travel Information Centers, appropriate external outlets and at select events. Some of these materials are also mailed to people requesting information. Examples include *the State Parks Recreational Vehicle (RV) brochure*, *the Texas Freshwater Fisheries Center brochure* and the *Sea Center Texas*, *Great Texas Wildlife Trails* and *Texas Paddling Trails* rack cards and the *Great Texas Birding Classic* flyers.
- Statewide news releases about state parks, outdoor recreation and other travel destinations are distributed regularly to approximately 3,000 members of the media, including outdoor writers and travel writers. News releases are also emailed weekly to more than 43,000 opt-in subscribers.
- Ongoing public relations and media relations are undertaken to promote TPWD travel destinations, programs and events as well as other appropriate natural and historical/cultural destinations and events. TPWD staff respond to inquiries and provide information for various local radio and TV affiliates.
- TPWD also coordinates with the Governor's Office of Economic Development and Tourism for additional media relations as needed.
- Print advertising will run in *Texas Parks & Wildlife* magazine, with a minimum of 4 tourism ads planned in FY '19 to promote visitation to state parks or other nature tourism destinations and related activities.
- Print advertising will be scheduled in additional publications such as *Texas Highways* magazine, *Texas Events Guide*, the *Official Texas State Travel Guide* and a variety of regional travel guides.
- The Great Texas Wildlife Trails program sells maps of all 9 wildlife-viewing regions on tpwd.texas.gov/wildlifetrails.

- TPWD is working with TxDOT on a “Texas Wild: Where to View Birds and Other Wildlife” brochure on wildlife watching to be distributed free in spring 2019. TPWD is contributing staff time to edit text, provide photos and provide technical expertise to create this brochure that will be distributed at Travel Information Centers, state parks, birding festivals and various events.
- *Texas Fishing Reports* provide weekly fishing updates all year to anglers (many of whom travel to fish) via tpwd.texas.gov/fishing, in news media statewide and by email and text message to approximately 58,000 opt-in subscribers.
- TPWD promotes tourism at a variety of travel, RV, boating, outdoor recreational trade and travel shows, including the following shows:
 - *Toyota Bassmaster Texas Fest* (May)
 - *Texas Parks and Wildlife “Get Outside” area* and “Outdoor Kids Challenge” at large regional events throughout the year, including: State Fair of Texas in Dallas; Austin Powwow, Baytown Nurture Nature Festival in the Houston area; ¡Fiesta de los Niños! in San Antonio, Mayfest in Fort Worth.
 - *Rio Grande Valley Birding Festival* (November)
 - *Whooping Crane Festival* (February)
 - *FeatherFest Birding Festival* (April)
 - Regional RV, outdoor recreation vendor, and destination tourism shows organized by *Texas Recreation Vehicle Association*, *Good Sam Club*, and others throughout the year
 - Appropriate regional and local special events, festivals, and special interest conferences
 - Select outdoor retailer events
- TPWD provides photos, editorial, videos, radio stories, and other online resources to numerous travel-related publications and websites to promote state parks and other nature tourism destinations and activities.
- TPWD streams live on Facebook and other social media channels from select parks and at other events to highlight seasonal activities and to encourage visitation and participation in outdoor activities.
- TPWD trains young adult volunteers to become “Ambassadors” and promote state parks to their peers through social media and other direct outreach.
- TPWD will continue to participate in the EDT’s and TTIA “Tourism Week” publicity efforts in FY ‘19.
- TPWD will provide, upon request, informational and promotional materials to the Governor’s Office of Tourism and Economic Development shows in FY ‘19.
- Miscellaneous additional marketing efforts as opportunities arise and as staff and budgets permit.

2. Planned Product Development

The Texas Parks and Wildlife Department creates, develops and improves its own tourism destinations as well as facilitates the creation, development and/or improvement of non-agency tourism sites by providing grants, technical support and/or other guidance to these external parties. Below is a summary of TPWD's planned product development activities for FY'19.

- TPWD maintains and operates more than 90 state parks, state natural areas and state historic sites, 50 wildlife management areas, and 8 state fish hatcheries (two of which include aquariums and visitor centers). These sites serve as both conservation and outdoor recreation assets. Texas State Parks hosts more than 8.8 million visits annually and visitation is expected to continue to increase in FY'19.
- Texas State Parks will make critical repairs to sites damaged by Hurricane Harvey and other extreme weather and implement numerous updates or improvements to enhance the customer experience.
- More than 35 million freshwater and saltwater fingerlings per year will be produced at TPWD hatcheries to stock and improve populations and their habitats while also helping to sustain fishing as a nature-based recreational activity that supports travel and tourism in Texas.
- *Texas Freshwater Fisheries Center* and *Sea Center Texas* offer live exhibits, educational displays and other activities. Together they host more than 100,000 visitors a year.
- *Texas Paddling Trails* is a program and statewide network that includes state parks, rural communities and major metro areas. These trails provide access, including reliable put-ins and take-outs, parking areas and informational signage, including description, length, average float times and weather conditions. A total of 74 trails, spanning approximately 600 miles, are now open to the public, including an estimated 1.25 million canoers and 900,000 kayakers in Texas. TPWD works with community partners to develop, maintain and expand this network of trails. TPWD also works with TxDOT on signage and with the Governor's Office to promote these trails to tourists visiting from outside of the state.
- TPWD's Artificial Reef program includes over 90 artificial reefs off our coast, providing vital new habitats for marine life as well as significant tourism assets for divers and anglers.

3. Planned Program Development

The Texas Parks and Wildlife Department fosters tourism by providing program infrastructure, funding, technical assistance, educational opportunities and training programs. Below is a summary of TPWD's planned product development activities for FY'19.

- TPWD sites and programs will host approximately 5,000 events in 2019. Examples include "First Day Hikes" on January 1; San Jacinto Day Festival in April and the Great Texas Birding Classic, a statewide month-long birdwatching tournament.

- State parks also offer year-round interpretive programs that attract and enhance the travel experiences of more than 600,000 visitors. Several examples include:
 - *Texas Outdoor Family* program invites families to camp overnight at a state park, many of whom are camping for the first time. It is projected to reach more than 1,200 families in FY '18.
 - *Junior Ranger* program allows parents to check out a daypack with children to help them explore and learn more about nature and wildlife in state parks. Packs include a compass, binoculars, various outdoor gear, nature guides and an outdoor journal.
 - *Buffalo Soldier Heritage and Outreach* program brings the history of these frontier soldiers to life and teaches outdoor skills.
 - *Arts in the Parks* program encourages people to reconnect with nature through the fine arts as well as the performing arts.
 - *Dark Skies* program offers travelers the opportunity to learn more about stars and constellations from trained interpreters in state park. All sites are certified by the International Dark Skies Association as having top-ranked stargazing opportunities.
- TPWD promotes outdoor safety and the development of new skills through various programs, including hunter and angler education classes as well as a partnership with the National Archery in Schools program, which includes the annual statewide archery tournament hosted for winners from local schools, districts and regions across Texas.
- TPWD provides vessel titles and registrations to approximately 600,000 Texas boaters and enforces water safety to keep Texas waterways safe for a wide variety of recreational uses.
- TPWD also oversees state mandated boater education by providing boater education classes and materials to promote and teach boater safety and general water safety.
- TPWD's Toyota ShareLunker program stimulates bass fishing participation by offering prizes and rewards for anglers who provide catch information about bass 8lbs. and larger and or loan their 13lbs.+ largemouth bass to help fisheries enhance scientific breeding efforts.
- TPWD works closely with TxDOT on sign management for the more than 920 sites on *The Great Texas Wildlife Trails*.
- TPWD's nature tourism manager works with landowners and local communities to provide guidance for the development of appropriate nature tourism opportunities on their lands and in their communities, to encourage habitat conservation statewide.
- TPWD wildlife and urban biologists work with landowners to provide guidance on how they can effectively manage their land and water resources to provide outdoor recreational opportunities and practice conservation.
- TPWD acts as a partner to hundreds of local communities and organizations across the state through its grant, assistance and outreach programs.
- TPWD is active in the tourism industry, including maintaining partnerships with the Texas Travel Industry Association, Texas State Agency Tourism Council, TxDOT's Travel Division, Texas Association of Convention and Visitors Bureaus, Tourism Advisory Committee, Texas

Festivals and Events Association, the Texas Association of Campground Owners, and the Texas Recreational Vehicle Association.

4. **Customer Service**

TPWD provides customer service to assist prospective tourists in making nature-based outdoor recreation or historical/cultural sightseeing travel decisions and during their visit or outdoor recreational experience.

- State Parks will launch a new reservation system in FY 2019, with features such as site-specific reservations, advance entry reservations and other customer-oriented benefits.
- On-site customer service is provided to all visitors including a welcome, answering questions, leading interpretive programs and activities including guided tours, hosting events and workshops and providing limited local and regional general tourism information.
- The State Parks Customer Service Call Center provides information on parks, nearby travel destinations, fishing and other general outdoor information. This multipurpose center also provides a variety of TPWD customer services including overnight and group facility reservations, sales for the Texas State Parks pass, Off-Highway Vehicle permits, select park retail merchandise and hunting and fishing licenses. The Customer Service Center has implemented and continues to develop a Group Reservations/ Destination team. This team will facilitate large group usage of a park and of local community attractions.
- State park site and trail maps and interpretive brochures are provided to all interested visitors. The mobile app also provides convenient on-site offline resources.
- TPWD sells recreational licenses to hunters and anglers to approx. 2.8 million resident hunters and anglers and approximately non-resident hunters and anglers each year.
- TPWD's resource staff responds to public inquiries related to hunting, fishing, boating registration and general wildlife questions.
- TPWD's education staff responds to public inquiries related to boating, angler and hunter education.
- TPWD's nature tourism staff responds to inquiries from nature tourists traveling to or within Texas for wildlife-viewing opportunities.

III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

TPWD proposes to invest the following budget for tourism-related marketing, product development and program development in FY'19.

Type of Tourism Activity	Gross Investment
Marketing	\$ 1,635,908
Product Development	See below*
Program Development	See below**

Tourism marketing will be funded from the following sources:

- State dollars from State Parks: Account 064 and Game, Fish and Water Safety: Account 09 (\$793,410)
- Federal Funds (\$55,128)
- Offsetting Revenue from Appropriated Receipts such as TPW magazine sales and Dept. sponsorships (\$787,370)

Tourism product development will include many operational and capital investments, but given our dual mission of conserving our state's public and (assisting with) private lands and providing outdoor recreational nature based activities to residents and nature tourists, the tourism related product development budget is not able to be accurately estimated.

Tourism program development will include a share of operational dollars and of state pass-through dollars for various grants, but given but given our dual mission of helping to conserve our state's public and private lands and provide outdoor recreational nature based activities to residents and nature tourists, the tourism related program development budget is not able to be accurately estimated.

IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM

- TPWD and other state tourism related agencies will continue to work with the Texas Office of the Governor – Tourism (Texas Tourism) to conduct a random digital survey to help determine the effectiveness of key marketing investments, with the goal of determining the return on investment of state funds. Annual reports are published each September by Travel Texas.

- *Texas Parks & Wildlife* magazine is a valuable tool to communicate key conservation messages, educate the public about Texas' natural resources and promote its facilities and services. Measure counts the average total number of *Texas Parks & Wildlife* magazines in circulation per month (including paid and non-paid) during the reporting period. Measure reflects the number of magazines circulated per month. FY '19 projected target for this measure is 158,000 copies to be circulated monthly.

V. PROPOSED MARKETING MESSAGE, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS

1. Primary: Texas Parks and Wildlife logo and Life's Better Outside® tagline
2. Secondary Logos:
 - Texas State Parks logo
 - Texas Paddling Trails logo
 - Great Texas Wildlife Trails logo
 - Great Texas Birding Classic logo

VI. FISCAL YEAR 2018 ACCOMPLISHMENTS

TPWD supported tourism in Texas in a multitude of ways. Some of the highlights from past fiscal year include the list below.

1. Repaired and reopened 16 state parks that had suffered damage from Hurricane Harvey.
2. Reopened Port Isabel Lighthouse in South Padre, following closure for major repairs in 2016.
3. Invested in additional staff and resources to contain CWD in Texas deer, meeting the wildlife conservation mission as well as supporting tourism related to deer hunting.
4. Grew the number of TPWD email subscribers to more than 826,000 subscribers and increased the reach of TPWD social media to more than 1 million followers.
5. Relaunched the Texas Parks and Wildlife Toyota ShareLunker program to attract a broader group of anglers by providing incentives for providing scientific information on their catch of bass 8 lbs. or greater.
6. Held the 22nd Annual Great Texas Birding Classic, with 800 birdwatchers throughout the state.
7. Worked with TxDOT to install new Great Texas Wildlife Trail signs at sites added in the past 5 years.
8. Several state park staff earned their Tourism Executive Certification from Texas Tourism Industry Association's Tourism College.

VII. INDIVIDUAL AGENCY AWARDS AND/OR ACHIEVEMENTS

The Department won several awards related to tourism in FY 2018:

- National Association of Conservation Information
 - Texas Parks & Wildlife Television Show – First Place, Best TV Show
 - Texas Parks & Wildlife Magazine – Second Place, Best Magazine
 - Prime State Park Campsites – First Place, Best Graphic Layout
 - Texas State Parks: Official Guide – Third Place, Best One Time Booklet
 - Sounds of Sea Rim – Third Place, Best Short Video
- Lone Star Emmy for the Texas Parks and Wildlife TV Show

VIII. AGENCY TOURISM CONTACTS

1. Josh Havens, Communications Director, primary tourism designee
2. Darcy Bontempo, Marketing Group Director, designated backup
3. Tom Harvey, Deputy Communications Division Director

ATTACHMENT A

Memorandum of Understanding

Memorandum of Understanding

between

The Office of the Governor, Economic Development and Tourism Division

and

**The Texas Department of Transportation, The Texas Parks and Wildlife Department,
The Texas Commission on the Arts, and The Texas Historical Commission**

Section I. Parties

Pursuant to Sections 481.172 (a)(8) and 444.030(b) of the Texas Government Code and House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, this memorandum of understanding is made and entered into by the Office of the Governor, Economic Development and Tourism Division (EDT) with the Texas Department of Transportation (TxDOT), the Texas Parks and Wildlife Department (TPWD), the Texas Commission on the Arts (TCA), and the Texas Historical Commission (THC) to direct the efforts of those agencies in all matters related to tourism.

Section II. Recitals

Whereas, EDT, TxDOT, TPWD, TCA, and THC (collectively the Parties or Partners), are among the state entities with authority to promote and/or provide Texas tourism destinations as well as promote travel and tourism in Texas; and

Whereas, Section 481.022(1) of the Texas Government Code requires EDT to promote the state as a premier tourist destination and Section 481.172 of the Texas Government Code sets forth the responsibilities of EDT in promoting Texas as a tourist destination, and Sections 481.172(a)(8) and 481.172(b) of the Texas Government Code authorize EDT to direct the efforts of the entities in all matters relating to tourism and to strategically direct and redirect each entity's tourism priorities and activities to most effectively meet consumer demands and emerging travel trends, as established by the latest market research, and minimize duplication of efforts and realize cost savings through economies of scale; and

Whereas, Chapter 204 of the Transportation Code authorizes TxDOT to prepare and publish for distribution, in the manner and form TxDOT considers best, documents TxDOT considers necessary to serve the motoring public and road users and also requires TxDOT to maintain and operate travel information centers at principal gateways to this state to provide highway information, travel guidance, and descriptive material designed to assist the traveling public and stimulate travel to and within this state; and

Whereas, Sections 12.006 and 13.017 of the Texas Parks and Wildlife Code authorize TPWD to provide certain information to the public relating to outdoor recreation, state parks, wildlife management areas, and wildlife conservation and Sections 13.002 and 13.101, and 13.102 and Sections 81.401 and 81.405 of the Texas Parks and Wildlife Code authorize TPWD to acquire land, manage natural and cultural resources, and operate state parks and state wildlife management areas for public outdoor recreation; and

Whereas, Section 444.021(a)(1), (a)(2) and (a)(5) of the Texas Government Code directs TCA to foster the development of a receptive climate for the arts that will culturally enrich and benefit state citizens in their daily lives, to make visits and vacations to the state more appealing to the world, and to provide advice to the Texas Building and Procurement Commission, THC, the Texas State Library, EDT, TxDOT,

and other state entities to provide a concentrated state effort in encouraging and developing an appreciation for the arts in the state; and

Whereas, Section 442.005 of the Texas Government Code sets out the duties and responsibilities of THC and authorizes THC to promote the appreciation of historic sites, structures, or objects in the state through a program designed to develop tourism and to promote heritage tourism by assisting persons, including local governments, organizations, and individuals, in the preservation, enhancement, and promotion of heritage and cultural attractions in this state; and

Whereas, Article IX, Section 11.11 of House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, directs the Partners to develop, maintain and adhere to a memorandum of understanding that details the specific travel and tourism objectives and responsibilities of each agency and continues to provide interagency coordination and support to achieve the objectives;

Now, therefore, the parties agree to cooperate in developing and promoting Texas as a premier travel destination in the following subject areas, as follows:

Section III. Undertakings by Each Party (Taken from the MOU, Dec 2003)

A. Plan of Action

On June 1 of each year, TxDOT, TPWD, TCA, and THC will provide EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

The plan will identify priorities by the entity that must include the following:

Resources, activities, and materials related to the promotion of tourism proposed to be provided by the entity;

Marketing, product development, and program development activities;

The entity's proposed marketing budget for the upcoming fiscal year for tourism activities;

Measurable goals and objectives of the entity related to promotion of tourism; and

Any proposed marketing message, materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

B. Strategic Tourism Plan

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, developed not later than September 1 of each year. The plan will include the following:

Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the Partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.

Established goals, objectives and performance measures, including the measurements of the return on investment made by a Partner or EDT, for the tourism-related efforts of all state agencies.

Designation of primary agency representatives by the Chief Operating Officer of EDT and Executive Directors of the other entities, who will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Chief Operating Officer of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The Partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the Partners. To that end, it is agreed upon that, when appropriate, other state agencies comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other agencies include, but are not limited to: Texas A&M University; Office of Music, Film, Television and Multimedia; Texas General Land Office; Texas Department of Agriculture; Texas Department of Public Safety; and the Texas State Preservation Board.

Section IV. Term

This memorandum of understanding shall be effective upon execution by representatives of the Parties and shall automatically renew each year on the anniversary of the effective date, unless terminated in accordance with the provisions of Section V below.

Section V. Termination

This memorandum of understanding renews each year on the anniversary of the effective date, unless terminated by entering into a new agreement that supercedes this agreement, or by legislative action. In the event that the functions of EDT or the other entities are altered or abolished by law, rendering portions of this agreement unenforceable, the remaining portions of the agreement shall not in any way be affected or impaired.

Section VI. Amendments and Changes

Any alteration, addition, or deletion to the terms of this agreement shall be by amendment hereto in writing and executed by all Parties. This memorandum of understanding supercedes the memorandum of understanding among the Parties executed effective November 27, 2000.

Section VII. Compliance with Laws and Budgetary Constraints

The obligations of the parties in carrying out the provisions of this memorandum of understanding are subject to the statutory authority the Parties, and all other applicable laws and the appropriations available to the Parties to accomplish the purposes set forth herein. This memorandum of understanding does not include the transfer of any personnel from EDT or from one entity to another.

Section VIII. Adoption as Rule

The Parties shall adopt this Memorandum of Understanding as a rule when required by statute.

ATTACHMENT B

**Fiscal Year 2019 Planned
Publication Database**

Fiscal Year 2018 Online Tracking

Fiscal Year 2019 Planned Publication Database

Fiscal Year 2019 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
TPWD	Great Texas Wildlife Trails rack card	Summer 2019	Updated	10,000	Appropriated Receipts	Wildlife viewers	English	No
TPWD & TxDOT	Birding in Texas brochure	Spring 2019	New	10,000	TxDOT	Birdwatchers and general naturalists	English	Yes
TPWD	Texas State Parks: Official Guide	May 2019	Updated	300,000	Donations and appropriated receipts	New and returning park visitors	English	Yes
TPWD	Texas Parks and Wildlife Magazine	Ten print issues annually + more content in the mobile app	New	165,000	State Funds and Appropriated Receipts	Texas outdoor recreationists, nature tourists and conservation-minded citizens	English	Yes (some content)
TPWD	Texas State Parks rack cards	August 2019	Updated	215,000	State Funds	Primarily in-state tourists	English	Yes
TPWD	Christmas in the Parks	November 2018	Updated	20,000	State Funds	New and returning park visitors: cultural tourists	English	Yes
TPWD	Park Pass Brochure	December 2018	Updated	50,000	State Funds	Park visitors	English	Yes
TxDOT	Texas Highways Magazine	Monthly	New each month	190,000	Subscribers and Ad Revenue	Consumer and Travel Trade	English	Yes
TxDOT	Texas State Travel Guide	November-December 2018	Updated	700,000	State Funds and Ad Revenue	Consumer and Travel Trade, plus Educators	English	Yes

Fiscal Year 2019 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
TxDOT	Texas Official Travel Map	November 2018	Updated	900,000	State Funds and Ad Revenue	Consumers and Travel Trade, plus Educators	English	Yes
TxDOT	Texas Highways Events Calendar	October 2018, January 2019, April 2019, and July 2019	New each quarter	65,000 each quarter	State Funds and Ad Revenue	Consumers, Media and Travel Trade	English	Yes
TxDOT	Texas, A Quick Look	As needed	Updated	35,000	State Funds	Consumers and Educators	English	Yes
TxDOT	Texas Public Campgrounds	As needed	Updated	20,000	State Funds	Consumers and Travel Trade	English	Yes
TxDOT	Wildflowers of Texas	As needed	Updated	30,000	State Funds	Consumers and Travel Trade	English	Yes
TxDOT	Motorcycle Routes Guide	TBD	New	TBD	State Funds	Consumers and Travel Trade	English	Yes
TxDOT	Texas Music Destination Guide	TBD	Updated	TBD	State Funds	Consumers and Travel Trade	English	Yes
THC	The Medallion	Quarterly	New each quarter	15,000	Federal Funds	Heritage Travelers and Preservation Community	English	Yes

Fiscal Year 2019 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
EDT	Texas Tour & Meeting Guide 2018-19	As needed	Updated	TBD	State Funds (ad buy)	Consumer and Travel Trade	English	Yes
EDT	2019 Texas International Tour Guide (Spanish)	As needed	Updated	TBD	State Funds	Travel Industry	Spanish	Yes
EDT	2019 Texas International Tour Guide (German)	As needed	Updated	TBD	State Funds	Travel Industry	German	Yes
EDT	2019 Texas International Tour Guide (English)	As needed	Updated	TBD	State Funds	Travel Industry	English	Yes
EDT	2019 Texas International Tour Guide (Chinese)	As needed	Updated	TBD	State Funds	Travel Industry	Chinese	Yes
EDT	2019 Texas International Tour Guide (French)	As needed	Updated	TBD	State Funds	Travel Industry	French	Yes

Fiscal Year 2018 Online Tracking

Fiscal Year 2018 Online Tracking

Estimated Number of Users													
Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	www.traveltexas.com	90,251	66,413	45,674	55,898	70,219	70,502	94,558	128,406	207,711	110,093	119,076	92,356
TCA	www.arts.texas.gov	8,590	9,268	7,811	5,213	7,483	6,130	6,599	6,706	7,326	5,929	6,551	6,786
THC	www.thc.texas.gov	35,979	36,348	32,954	27,070	34,362	34,148	44,498	44,739	45,968	39,103	41,071	40,483
THC	Heritage Trails (11 sites total)	30,494	34,674	31,764	25,467	25,776	28,096	38,736	40,628	40,860	39,413	39,916	33,552
THC	Historic Sites (21 sites total)	10,429	10,963	10,424	8,470	10,661	10,798	15,787	14,502	14,938	14,313	16,997	16,182
TPWD	www.tpwd.texas.gov	1,330,180	1,280,852	1,288,090	979,288	1,183,008	1,048,377	1,550,999	1,346,198	1,532,890	1,369,787	1,421,636	1,419,417
TxDOT	www.texashighways.com	98,152	83,497	71,940	73,383	114,878	91,266	126,591	103,218	99,820	83,010	94,825	86,997
TxDOT	www.drivetexas.org	1,568,839	77,398	72,953	429,914	1,162,333	337,825	115,489	80,756	86,894	197,313	95,077	66,532

Sources

EDT: Google Analytics

TCA: Google Analytics

THC: Google Analytics; Histories Sites was incorporated into main THC website in Jan. 2016. Agency traffic after that point reflects the historic sites pages.

TPWD: Google Analytics

TxDOT: Google Analytics

Estimated Number of Publications Ordered													
Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	www.traveltexas.com	6,159	6,988	5,051	5,890	5,874	6,685	11,329	5,725	21,166	9,662	1,970	4,700
TCA	www.arts.texas.gov	-	-	-	-	-	-	-	-	-	-	-	-
THC	www.thc.texas.gov	25,760	11,972	10,734	3,987	28,913	23,549	49,692	16,945	14,478	17,301	15,559	18,154
TPWD	www.tpwd.texas.gov	6,636	3,331	6,700	2,223	6,005	626	8,700	8,000	4,300	5,800	4,600	4,296
TxDOT	www.texashighways.com	615	474	449	713	479	385	392	378	350	311	283	301

Sources

EDT: Google Analytics

THC: Publications included here are the 10 heritage trail region travel guides, 1 statewide, and 8 thematic.

TxDOT: Texas Highways magazine is a paid subscription based magazine and subscriptions are ordered through multiple channels of marketing. Counts are based on new subscriptions made through the website

TPWD: Our magazine online orders are handled by an outside vendor and the State Park Guide can only be ordered online in bulk by tourism and sporting good related entities or individually through a partnership with TCEQ.

The Wildlife Trails maps can be ordered by mail.

Estimated Number of PDF Documents Downloaded

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	www.traveltexas.com	344	305	203	193	329	333	569	350	318	244	246	243
TCA	www.arts.texas.gov	-	-	-	-	-	-	-	-	-	-	-	-
THC	www.thc.texas.gov	8,040	8,544	8,056	8,342	10,043	13,568	12,001	12,744	10,514	7,366	7,573	7,829
TPWD	www.tpwd.texas.gov	169,828	175,891	170,419	117,998	164,520	155,626	243,266	196,486	198,993	169,662	178,330	192,672
TxDOT	www.texashighways.com	13,094	13,090	13,120	13,122	13,126	13,126	13,559	14,204	13,376	13,217	13,184	13,159

Sources

EDT: Google Analytics

THC: AWStats; PDF documents included here are the 10 heritage trail region travel guides, 1 statewide, and 8 thematic.

TPWD: Google Analytics

TxDOT: Texas Highways Digital Edition Subscribers

Estimated Number of Opt-in Subscribers for Electronic Newsletter or E-mail Blasts

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	www.traveltexas.com	823	477	386	1,730	560	49	53	50	44	26	4	-
TCA	www.arts.texas.gov	6,074	6,131	6,278	6,501	6,504	6,543	6,609	6,666	6,708	6,674	6,730	6,779
THC	www.thc.texas.gov	18,418	18,458	20,456	21,177	21,647	22,559	22,721	23,271	24,846	26,608	29,894	30,259
TPWD	www.tpwd.texas.gov	696,000	710,000	724,000	738,000	752,000	766,000	780,000	794,000	808,000	822,000	831,000	836,000
TxDOT	www.texashighways.com	109,000	109,592	111,202	111,875	112,581	113,010	112,021	112,290	112,611	113,014	113,338	113,632

Sources

EDT: Google Analytics

TCA: Constant Contact

THC: E-newsletter subscribers

TPWD: Granicus (GovDelivery)

TxDOT: Texas Highways e-newsletter subscribers

ATTACHMENT C

Model of Tourism in Texas State Government Chart

Product/Program Development

Texas Parks & Wildlife Department (MOU)

State Parks, state historic sites, wildlife management areas, natural areas, wildlife viewing and paddling trails.

Technical Marketing assistance to landowners and communities to develop nature tourism. Local and Regional Park grants.

Texas Department of Transportation (MOU)

SAFETEA-LU Development Grants. Federal grants for boat ramps and trails.

Texas Historical Commission (MOU)

Develop historical sites, state historic sites and heritage trail regions.

Texas Trail Heritage Program.

Main Street Program.

Historic site designation.

Texas Commission on the Arts (MOU)

Assistance for festivals and performing arts series.

Texas Department of Agriculture

Assist landowners to develop agricultural-based nature tourism development.

Texas General Land Office

Manage Gulf Coast.

Grants for coastal enhancement.

Texas State Preservation Board

Operate/maintain State Buildings (Capitol, State History Museum, General Land Office Building)

Texas A&M University

Extension services for hospitality training, festivals & events management, nature tourism and community tourism strategy development and evaluation.

Office of Music, Film, Television, & Multimedia
Locations and workforce for Texas film and music industry

Marketing

1: In-State to Texans

Customers: Texas Travelers, Texas Media, Texas Travel Trade.

Office of the Governor, Economic Development & Tourism (MOU)
Encourage in-state travel through media relations.

Texas Parks & Wildlife Department (MOU)

Encourage in-state travel to participate in nature or: Heritage related activities through marketing, advertising, print publications, media products, website twd.texas.gov, media relations, promotional events, email marketing and social media.

Texas Department of Transportation (MOU)

Encourage travel through publications.

Texas Historical Commission (MOU)

Promote Heritage and historical attractions through brochures, website, public relations, and advertising.

2: Out-of-State to non-Texans

Customers: Domestic/International Travelers, Texas Travelers, Domestic/International Media, Texas Media.

Office of the Governor, Economic Development & Tourism (MOU)

Domestic and International marketing and promotion of Texas Travel products.

This is accomplished through a variety of media, including: social channels, email marketing, media relations, travel trade and consumer shows, consumer promotions, etc.

Further marketing information on TravelTexas.com.

Customer Service

Texas Parks & Wildlife Department (MOU)

Hunting/fishing licenses
Maintain and operate state parks, state historic sites, and wildlife management areas and fisheries visitor centers.

Register/title boats.

Public information and education on fishing, hunting and boating skills, ethics and safety.

Site maps and interpretive brochures.

Texas Department of Transportation (MOU)

Travel information centers provide road information, travel guidance, trip routing and literature to travelers.

Fulfill customer requests for publications

DriveTexas.org and 1.800.452.9292 number for road condition information and education through safety awareness events.

Texas Historical Commission (MOU)

Public education and information on benefits of economic development through historic preservation and tourism.

Sites evaluations and recommendations.

Encourage all sites to participate in hospitality and customer service training and to improve visitor experience.

Maintain and operate all state historic sites.

Texas State Preservation Board
Visitor Services at Capital and General Land Office Building.

Department of Public Safety
Visitor Safety.

ATTACHMENT D

MOU Entity Contacts

**EDT**

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Tourism Director
Office of the Governor
Economic Development & Tourism
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**TPWD**

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Communication Division Director
Texas Parks and Wildlife Department
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**TCA**

Anina Moore
Director of Communications
Texas Commission on the Arts
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Email: anina@arts.texas.gov

**THC**

Brad Patterson
Director Community and Heritage Development
Texas Historical Commission
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Email: brad.patterson@thc.texas.gov

**TxDOT**

Joan Henderson
Director, Travel Information Division
Texas Department of Transportation
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Email: joan.henderson@txdot.gov

ATTACHMENT E

ADVERTISING AND OTHER VISUALS

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- One grand prize winner will receive a HEB Country travel package worth \$5,000.
- Selected film shorts will be featured on texashighways.com.

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TEXAS WONDER #9
SEPTEMBER 2017 ISSUE

OUR STATE OF WONDER
TEXAS
HIGHWAYS

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Kids

WHATEVER YOUR KID'S INTERESTS, THERE'S A STATE PARKS PROGRAM FOR THAT.

- Budding Artists** will be inspired to paint, take photos, write stories and connect with nature through the Arts in the Parks program.
- Sportsters** can ride bikes, swim in lakes, kayak down rivers and enjoy other high-action activities. Plus, they can fish for free and develop a valuable, lifelong skill.
- Explorers** can search for hidden treasures (geocaches) while exploring the park using a smartphone or GPS unit.
- Junior Scientists** will enjoy astronomy, botany, geology, and more at "Junior Ranger" programs.
- Animal Lovers** can view four-legged, feathered, finned and furry state park residents through the "Junior Ranger" program (ages 7-12).
- Kids 12 and under get FREE admission** to Texas State Parks!

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Changing leaves, campfires, cooler days and cozy nights. Fall is a great time to experience more than 90 State Parks across Texas.



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To find the perfect park or make a reservation, visit www.texasstateparks.org

Your adventure begins here...

West Texas is packed with state parks that are truly one-of-a-kind! Explore the second largest canyon in the United States at Palo Duro Canyon State Park, see ancient rock art at Hueco Tanks or Seminole Canyon Historic Sites, go sand surfing at Monahans Sandhills State Park, or fish the day away at Lake Brownwood State Park. If you're having too much fun for one day, stay the night by pitching a tent, parking an RV or renting a cabin.

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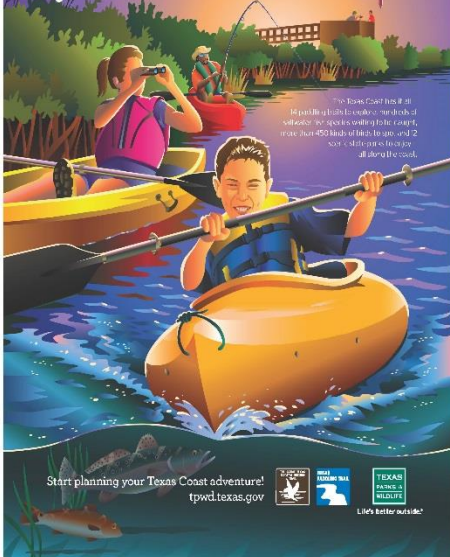
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TEXAS HISTORICAL COMMISSION




HISTORY LIVES HERE

Experience the newest museum in Texas—San Felipe de Austin State Historic Site.

Explore the dramatic story of the first colony in Mexican Texas—founded in 1823, but burned by its own residents during the Runaway Scrape of 1836.

Plan your visit now and discover Texas history in a whole new way.

SAN FELIPE DE AUSTIN STATE HISTORIC SITE
220 2nd St. San Felipe, TX 77473
979-885-2181
The museum is open daily from 9 a.m.–5 p.m.
www.visitsanfelipeaustintx.com




HISTORY ILLUMINATED

Explore the Wild West under the night sky.


Spend an evening at Fort Griffin State Historic Site and gaze at the stars above, set in one of the darkest night skies in all of Texas.


Stars and Skies of Texas
June 16, 2018 9–11 p.m. July 7, 2018 9–11 p.m.
August 11, 2018 8:30–10:30 p.m. September 8, 2018 8–9 p.m.


FORT GRIFFIN STATE HISTORIC SITE
1701 North U.S. HWY. 283 Albany, TX 76430
325-762-3592
This site is open daily from 8 a.m.–4:30 p.m.
www.visitfortgriffin.com



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POPULAR DESTINATIONS



Caddo Mounds State Historic Site
More than 1,200 years ago, a group of Caddo Indians known as the Hasinai built a village and ceremonial center 26 miles west of present-day Nacogdoches. The site was the southwestern-most ceremonial center

VISITORS GUIDE


FORT GRIFFIN

state historic site



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